

Starchroom

First in the Laundry Industry since 1893

LAUNDRY JOURNAL

AUGUST, 1955

Highlights of the All Operating Cost Report for the year 1954. Page 6

Latest reports on three current laundry industry promotions. Page 26

Short formula helps this Michigan plant boost its washer capacity. Page 36



Record-making marker equipped with tape recorder identifies 615 pieces an hour at the Regal Laundry, Baltimore, Maryland. For details see the story beginning on page 12



this



VELVET•RAINBOW

WHEEL SIZED SHIRT

gives you the *MOST* in

Quality - Production - Profit

THE HURON MILLING COMPANY

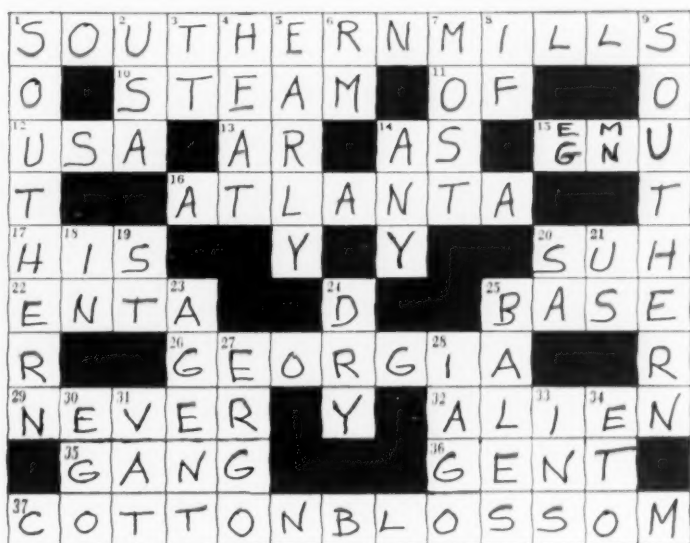
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Col. Cottonblossom Happily Announces the Winners of \$250

in the recent
Southern Mills, Inc.
cashword contest



Correct Solution

Thousands of fine people throughout the laundry and drycleaning industries responded to Col. Cottonblossom's recent cashword puzzle contest. We are delighted that we were able to offer a puzzle which caught the popular fancy of so many of our friends. We wish that each of you could have won a prize. Most of the contestants completed the puzzle with only two or three errors. The nine winners had perfect entries. Most of the errors occurred in two places:

- (24) DOWN... "Noah built it as much this way as he could." The correct answer was "dry." Most of the contestants answered "ark." Naturally, Noah built his ark as dry as he could.
- (15) ACROSS... "A Frenchman rarely has one." Most of the contestants answered "sou," which is incorrect because a Frenchman usually has at least one sou. However, it's a rare Frenchman indeed who has a "gnu" or an "emu"! The judges predetermined that either of these answers would be considered correct. There are a few other three-letter words which also end in "u"; but these were eliminated because they did not qualify as well for the definition.

We express our hearty thanks to all of you who entered this Southern Mills contest. We invite you to order—through your favorite distributor—any of the famous Cottonblossom laundry textiles which you need in the operation of your plant.

COTTON NETS — NYLCOT NETS — WOVEN NYLON NETS

KNITTED NYLON NETS — SOULON F.W.I. COVERS — BASKETS — COVER CLOTH

PRESS PADS — PRESS COVERS — FEED RIBBONS — PADDING — FLANNEL

WONDRESS IRONER PADS — COVER DUCK

SOUTHERN MILLS, INC.

585 WELLS STREET, S.W., PHONE LAMAR 1991, ATLANTA
10-103 Merchandise Mart, Phone Delaware 7-5193, CHICAGO 54
1641 South McGarry Street, Phone Richmond 7-0261, LOS ANGELES 21
1627 West Fort Street, Suite 515, Phone Woodward 1-9673, DETROIT 16
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COTTONBLOSSOM
Laundry Textiles
Sold by Distributors
Everywhere



PUBLISHED MONTHLY SINCE 1893

READER'S GUIDE

VOL. LXII, NO. 8, AUGUST 15, 1955

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Heritage and Aims

Besides an old Navy raincoat, Jim Barnes left behind a pair of large-size editor's shoes which we are going to try our darndest to fill. This is no small task considering the thousands of words written and the hundreds of friends made during his years of service to the industry.

We're going to miss Jim but at the same time we wish him the very best in his new undertaking. It's been a genuine pleasure and a real education working with him.

Our new job will be considerably lightened, of course, by West Coast Editor Lou Bellew, who has been brightening up these pages with his Rhapsody and cartoons for many a moon. We also have a sharp new associate editor, Roger Canem, who will be calling on your plants in the very near future.

On the business side, we have the always ready and willing assistance of the Executive Manager, Ned Wintersteen, and Advertising Director Ed Korb, who with his staff, Jim Nolan and Dick Copeland, has tipped us off on many a good story in the past.

In addition to this front-line staff, we have the services of a fine and talented behind-the-scenes team (we keep them locked up) without whose patience and performance this book would never get to the printer.

This team includes managing editor Galina Terr, who manages editors—a thoroughly intolerable lot—with great skill and understanding; presentation editor Whitey Nelson, who presents our efforts in a good north light artwise; and such people as Louise Mazza, our editorial assistant, and Catherine Carroll, production manager, as well as a score of others who make smooth our way to press.

We would also be amiss if we ignored the invaluable contributions made by you, our readers and advertisers.

It's been our good fortune to have visited some 300 laundry and drycleaning plants in the past two years. It goes without saying that it is only your cooperation and support that gives this book meaning and purpose. We will bend our efforts to serve you as well as we know how.

We realize that the industry has not been having an easy time of it. But while we have long since given up the practice of hanging our Christmas stocking, we cannot help but be optimistic. Our observations convince us that there are tremendous opportunities for the progressive plantowner who keeps pace with the changing wants and needs of his public.

Our purpose is to keep you posted on these changes and to report, as factually as possible, what other plantowners have done to accept the challenge and meet the demand.

Now we'll quit moralizing and try to put our money where our mouth is.—Henry Mozdzer

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**You don't deliver your bundles
this way, do you?**



Of course, you don't. Because it's faster and more economical to use trucks. And you don't use the old hand operated gas irons either, for the same reason. The modern presses are faster, better, and cost less.

Yet many laundrymen are still mixing their own soap and builder in the old fashioned way, losing valuable time, money and energy, and never getting quite the same results twice in a row.

We think this is just a habit of doing it that way or perhaps they've been too busy to try New PRIME SOHP with Shock Troop Action.

New PRIME SOHP with S.T.A. has truly made "mixing your own" as old fashioned as the horse and wagon. For here, at last, is the one complete product which washes brilliantly clean in hot or cool water — *regardless of the degree of soil!*

A complete product which "job rates" itself to every type of load — firing barrage after barrage of reserve alkali washing power into the load when needed, *but only when needed!*

A complete product which actually washes clothes 15% brighter *to the naked eye!*

A complete product with a chemical brain, changing instantly to the needs of any load . . . SHOCK TROOP ACTION . . . blasting free the soil, yet *protecting the fabric!*

Why does it do these things? Because New PRIME SOHP is no mere mixture of soap and alkali. It is 12 chemically balanced built soaps in one, welded together in a perfect union by homogenization in a giant spray tower four stories high! It's precision made and every grain is built the same. No separation of ingredients is possible in transit or use, PRIME SOHP does beautiful work every time.

You won't know how economical and uniform washing can be, until you've tried New PRIME SOHP with Shock Troop Action in your own washroom. All we ask is that you try it yourself. If you don't agree that PRIME SOHP lives up to everything we've said about it, then it has cost you nothing. For PRIME SOHP is sold with an unconditional money back guarantee.

Call your jobber for a supply today. You be the judge!

Beach Soap Company

•

Lawrence, Mass.

127 Years' Continuous Progress in Manufacturing of Fine Soap Products

August 15, 1955

3

BISHOP Laundry WORK-SAVERS

Starchroom Editorial

Clotheslines are for the birds

The *Wall Street Journal* recently carried an article on automatic home driers which we feel is pertinent to our industry and warrants comment here.

According to staff reporter Sterling E. Soderlind, appliance dealers today regard the drier as "the fastest growing giant among major appliances." And with good reason. Drier sales are "up 75 percent over last year" and selling faster than air conditioners, freezers and even washing machines. Without too much luck drier manufacturers expect to sell a million units by the end of the year.

The article then went on to give reasons accounting for this tremendous growth. To wit:

The automatic home washer paved the way for the automatic home drier, reducing consumer resistance to this natural home laundering companion piece.

Utility companies, which recognize the driers as "the greatest load-building appliance since ranges and water heaters," also helped promote sales with unique tie-in promotions. "Tampa Electric offers appliance dealers \$20 for each 230-volt drier placed on free trial in the home of a Tampa Electric customer."

Other contributing factors noted were the steadily declining price structure of drier units and the prevalent tendency among builders to include a washer and drier as standard equipment in a new home.

All these reasons, without a doubt, had a favorable effect on automatic drier sales. But the two that caught in our craw were as follows:

"The unpredictability of the weather—probably the housewife's biggest motive for deserting her clothesline," and

"The industry's stepped-up campaign to promote driers as the world's great wife-saver."

To illustrate the latter point, the article called attention to a brochure put out by the American Home Laundry Manufacturers Association. It says, "carrying an average washing for a family of four from the house, hanging it, taking it down and carrying it back takes the same energy a woman would have to use to lift a ton of coal 10 feet off the ground. They also claim automatic drying is three to four hours faster than clothesline drip-drying.

"Manufacturers," the article continues, "carry their time-and-labor-saving messages to the housewife in ads heavily laden with words like 'blue Monday,' 'drudgery' and 'washday backache.'"

One Boston mail-order house carried the banner "Clotheslines Are for the Birds" in its windows to boost the sale of driers.

It seems to us that if there was ever a real wife-saver, it is the professional laundry. Even though the lady of

the house may have an automatic washer and an automatic drier, the home appliance people have not as yet provided her with that automatic ironer. But rest assured she'll buy one if they ever came out. Because we haven't done a good selling job.

Our industry hasn't yet convinced the housewife that it can do the job better than she can do it at home. We haven't sold her on the "time-and-labor-saving" angle. We haven't pointed out that she needn't be concerned with the whims of the weather. And we just haven't impressed her with how convenient it is for her to do business with us. Convenience is the big factor.

We feel that far too much emphasis has been placed on reducing the price of laundry services. The consumers are not afraid to spend if they think they are getting real value for their money.

The fabulous increase of automatic driers attests to this. The typical drier buyer, according to the *Wall Street Journal*, last year spent approximately \$223 for his new unit. (Gas models cost about \$40 more than electric.) If he lived in an older home not having the three-wire, 230-volt system required by many electric driers, he spent another \$100 to \$200 to rewire. And whether he knows it or not "in most areas the drying of seven washer loads a week will add \$20 or more to the yearly utility bill."

This is not cheap—and we haven't even mentioned his investment in the automatic washer which he undoubtedly has.

Once the unit is installed, his problems aren't really over. He still must empty the lint trap frequently and provide a vent for the moisture which is dried from the clothes. Usually this moisture passes from the drier in the form of steam. Unless it is piped outdoors it may peel the paint from nearby walls.

Did someone say most consumers are interested in low prices?

The article further points out that the Southern states of our country are not great drier users, and quotes a Norfolk appliance dealer who explains:

"Driers just aren't accepted in the South, partly because of the sunshine; but partly because there's a social stigma attached to owning a drier here. Why, it wasn't long ago that it was considered a disgrace down here to own a washing machine."

Good fodder for an earnest industry-wide promotion.

REPRINT SERVICE FOR OUR READERS—Please write promptly if you want reprints of any articles appearing in this issue. Cost is \$13 per 100, one side of a single sheet; \$21 per 100, two sides of a single sheet. Additional 100's at \$1.70, one side; \$1.90, two sides. Minimum order is 100 reprints. For reprints in color or reprinted spreads or folders, please write for prices and additional information.

BISHOP *Laundry* WORK-SAVERS

Cut costs—boost production and profit—give lifetime service



LIQUID SOAP MAKER

Saves time and supplies. Galv. steel in 3 sizes:

30-Gal. \$129.00
60-Gal. \$167.00
100-Gal. \$179.00



BISHOP JR. STAINLESS STEEL TRUCK TUBS

Won't rust, 18" x 24" x 15". Drain valve, drain board, 3" wheels. Model No. B2-121S

..... \$119.00



BISHOP 3-SHELF TRANSPORTER

For finished work. 26" wide x 18" deep x 64" high. Model No. B29-11 .. \$45.00



SORTING REEL

Assemble 25 bundles (150 nets) in 5 minutes in 10' x 10' area. No. B12-2 .. \$225.00



STAINLESS STEEL PREPARATION TRUCK

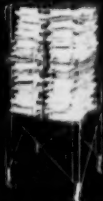
Ideal damp box 18" x 25" x 11" deep, 34 1/2" high, on 3" wheels. No. B2-122 .. \$89.00



IRONING BOARD

53" steel top; iron rest; sponge cup; cord holder; pilot light assembly, and sleeve board.

No. B4-5M. \$99.00



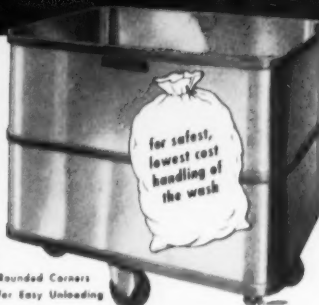
BISHOP SHIRT TRANSPORTS

Cut handling 75; fold up to save space. All steel, in 2 sizes:

B29-50 (for 50 shirts) .. \$37.00

B29-100 (for 100 shirts) .. \$61.00

To Give You **LOWER COSTS...**
BETTER PROFITS for years to come!

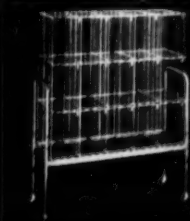


Bounded Corners for Easy Unloading

No. B2-9 Bishop 22 Stainless Steel Truck Tub, 22" x 34" x 25" deep, with outlet cock, wood drainboard, steel tread wheels \$199.00
No. B2-10 Same as above except with rubber-tread wheels \$207.00
No. B2-17 Bishop 23 Stainless Steel Truck Tub, 26" x 36" x 25" deep, with outlet cock, wood drainboard, steel-tread wheels \$208.00
No. B2-18 Same as above except with rubber-tread wheels \$220.00

BISHOP *Lifetime* STAINLESS STEEL TRUCK TUBS

Washes and workers are SAFE when your loads are handled in Bishop Truck Tubs. Made of strong and tough stainless steel, they can't rust or corrode... can't spot or stain the wash... are not affected by wash-room chemicals... no roughness or splinters to snag fabrics and fingers. Rounded corners mean easier, safer unloading; no punctured washer shells. Heavily built for roughest year-in and year-out use, yet properly balanced on smooth-rolling wheels to handle with greatest ease (5" sleeve-bearing wheels at sides; 4" ball-bearing swivel wheels at ends). Available in two sizes, either steel or rubber tread.



SORTER-TRANSPORTERS

Banish fixed bins; admit light, air. 15 or 20 bins for shirts, for apparel. Write for details, prices.



BISHOP PUFF-FINISHERS

Heads tilt over board; no reaching. B5-18X (shown): #3, #22, #52 heads; spray iron, spray gun.

..... \$209.00

BISHOP STARCH COOKER

The laundry industry's standard since 1893. Durably built of non-corrosive copper (the perfect heat conductor) for years of continuous service. Inner and outer walls scientifically spaced, permanently insulated, to prevent sweating and heat radiation. Holds heat in; keeps starch always at right temperature for proper fabric penetration. Exclusive Bishop-designed steam nozzle keeps starch agitated, stirs thoroughly, speeds cooking.

Cooked Starch IS BETTER STARCH

Cooked starch dries faster, more uniformly, on the press to save costly time... helps produce shirts and wearing apparel with the better "feel" and smoother finish of real quality—no ugly shine, no blisters. Cooked starch is more economical, too—goes 15% to 20% further than raw starch.

Order Now FROM YOUR SUPPLIER



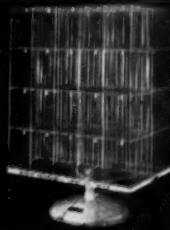
3 POPULAR SIZES

15-GALLON-36" high overall, floor space 24" x 28"; ship wt. 175 lbs. B3-2 \$189.00
25-GALLON-39" high overall, floor space 28" x 33"; ship wt. 225 lbs. B3-5 \$319.00
50-GALLON-45" high overall, floor space 32" x 36"; ship wt. 280 lbs. B3-11 \$375.00



REVOLVING SORTER

50 bins in arm's reach to sort twice as fast in half space. Turns at flick of finger; holds 500 shirts. Won't tip. No. B26-10. \$349.00



REVERSIBLE BINS

Sort into one side, wrap out on other. Cut steps, handling. 15 or 20 bins per side. Ask for details.

15-Bin for shirts. \$295.00

for wear, apparel. \$315.00

20-Bin for shirts. \$325.00

for wear, apparel. \$345.00

Bishop David Freeman Co.

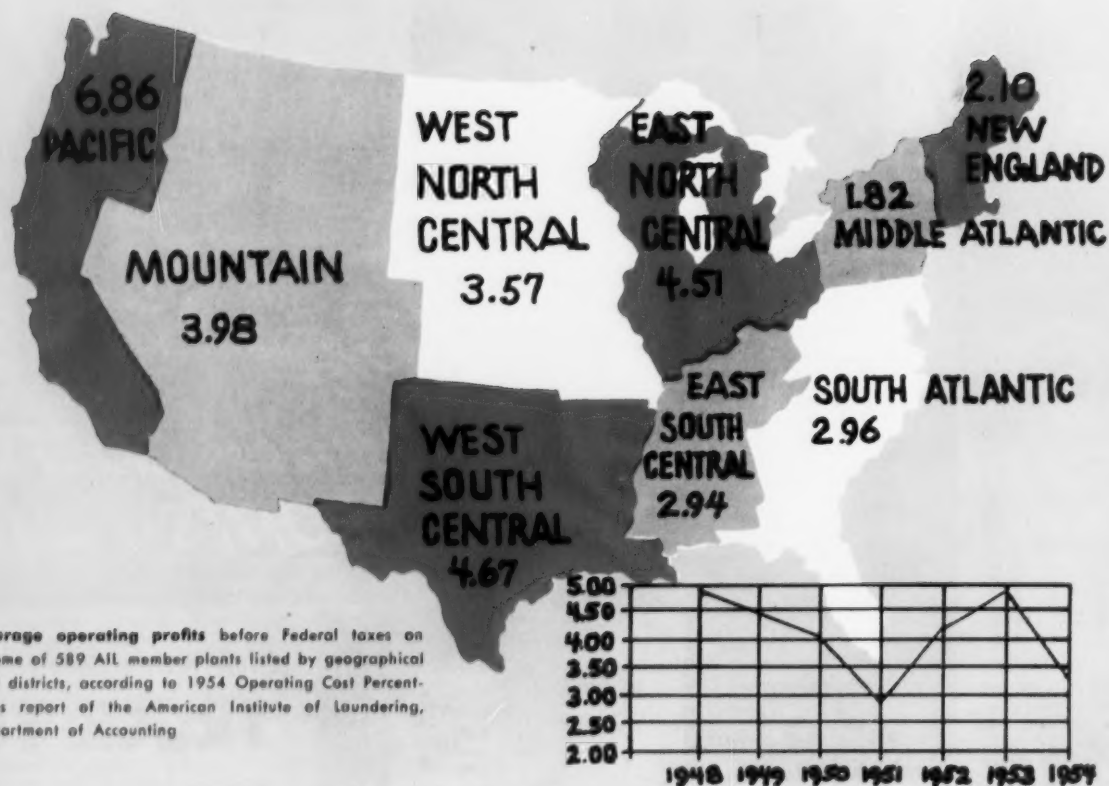
FORMERLY: BISHOP (EST. 1893)

... Davis ... Dryer



LAUNDRY AND CLEANING PRODUCTION EQUIPMENT

EVANSTON, ILLINOIS



Laundry Profit Margin Sags in '54

**AIL Cost Report from 589 plants shows
Return of 3.41 percent before taxes**

MORE COMMERCIAL laundries reached peak dollar sales volume in 1954, but the over-all profits decreased 1.47 percentage points from the previous year, according to the Thirty-first Annual Operating Cost Percentages Report (#217) recently released by the American Institute of Laundering. The figures were tabulated and computed by the accounting department of the Northwestern University School of Commerce.

A total of 589 plants were included in the survey and, of these, 465 showed profitable operations. The na-

tional average operating profit before Federal taxes on income amounted to 3.41 percent as compared to 4.88 percent in 1953.

Rising productive labor and supplies costs, overhead, office and administrative expenses seemed to account for the profit dip. Also on the upswing in 1954 were executive, office and sales promotion salaries, and advertising and payroll taxes.

The greatest cost increases, according to the national averages, were noted in finishing and repair labor, which jumped .79 points from 33.45

to 34.24; in total building, machinery and indirect overhead, which went up .77 points, and in plant superintendence, which rose .18 percentage points from 2.88 to 3.06.

These cost hikes apparently prevented the laundryowners from realizing any gain that may have been effected in the over-all decrease of delivery salaries and commissions.

The AIL's special report painted a frustrating picture of the many obstacles confronting the laundryowner. For example, some plants succeeded in getting productive labor and over-

head costs under the national average, but most of them found that their increased administrative and office expenses destroyed this advantage.

This was the case in Alabama, Connecticut, Florida, Massachusetts and Ohio. All showed diminishing profits in 1954 as compared to 1953, while spending less money for total laundering and drycleaning costs. A notable exception was the state of Oregon, which not only reduced its laundering and drycleaning costs, but also spent less than the national average on its total office and administrative expense and its total sales and distribution costs.

Pacific district leads

The Pacific cost district, with a 6.86 percent operating profit before taxes, again led the nation. Comprising the sprawling states of California, Washington and Oregon, this sector was able to maintain its lofty perch by keeping its expenses under the national figures.

Oregon's total operating cost of 93.14 was 3.45 percentage points under the national figure of 96.59 percent. To illustrate, store salaries were less (2.30 compared to 3.45), executive salaries were down (3.82 against 4.96), and sales promotion expense was lower (1.40 as opposed to 1.94). These savings allowed for higher profits in spite of this district's paying

greater office salaries than the national averages (4.14 to 3.63).

The section showing the least profit (1.82 percent) was the Middle Atlantic cost district. Oddly, this region spent less for total laundering and drycleaning labor, supplies and overhead, but the substantial 2.68 savings were more than offset by other increases. A singular 3.24 jump over the national averages in delivery salaries and commissions (14.28 to 11.04), seems to be the biggest factor, but other increases were also noted.

This area paid more than national averages for personnel relations and welfare, 1.21 to 1.04, and a higher executive salary, 5.05 to 4.96.

Oregon reports largest state gain

A surge from .67 in 1953 to 6.68 percent in 1954—or almost twice the national profit average—gave Oregon the distinction of leading the field, while Colorado showed the least operating profit with a decline from 4.98 to .69 percent.

Second to Oregon was Illinois, with a jump of 3.64 percentage points from 2.19 to 5.83. Since Oregon submitted totals only, Illinois figures are used below in a general breakdown of expense differences.

Illinois, with 22 plants reporting, decreased executive salaries, delivery salaries and commissions, and delivery equipment operating expenses, but it increased its sales promotion salaries and its office salaries in realizing its larger profit.

Colorado, where profits dropped 4.29 points under the previous year, actually spent less than national figures for total sales and distribution expense and total office and administrative expense. The decrease in profit, therefore, was evidently a result of an increase in costs.

This odd situation was caused by this Mountain district state paying more for productive labor (plus 2.84 over the national averages), productive supplies (plus .24), direct power costs (plus .45), indirect overhead (plus .96), building overhead (plus .20), and machinery overhead (plus .17).

Chicago leading city

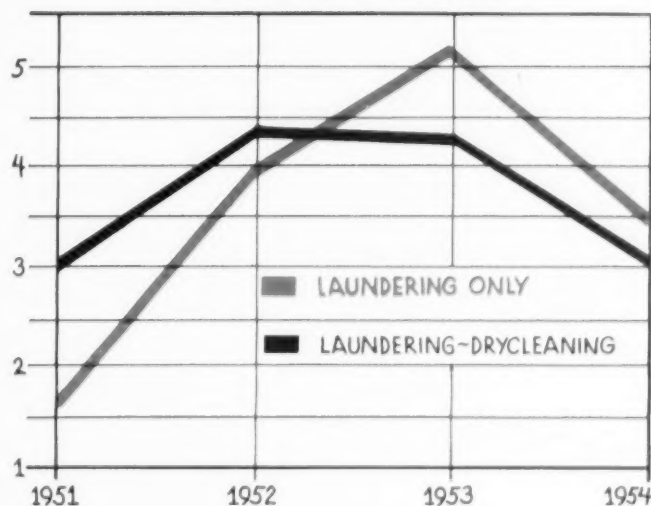
Among the six cities listed, Chicago in 1954 showed the highest operating profit and thereby reversed its 1953 standing. Chicago realized a 6.48 operating profit in 1954, mainly by cutting its total office and administrative expenses to 8.79 percent or 3.12 less than the national average of 11.91.

Compared to its own 1953 figures, Chicago listed an increase in produc-

HIGHLIGHTS OF 1954 AIL COST REPORT

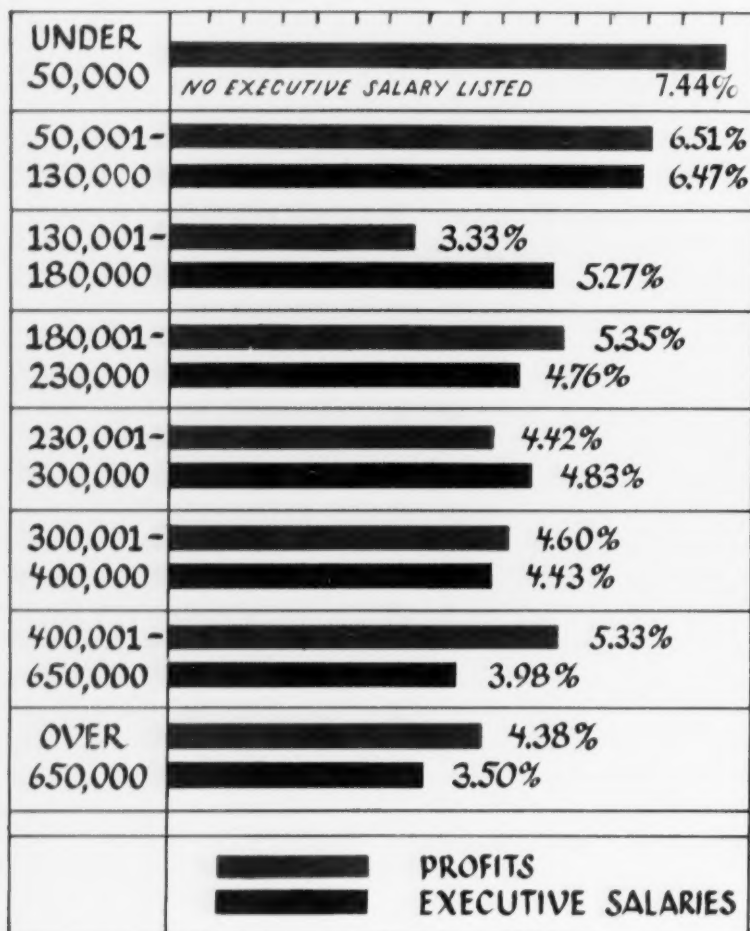
National Profits Drop • Executive Salaries Up •
• Office and Productive Labor Up • Profitable
Plants Steady • Laundering-Only Plants Beat
Combination Plants • Delivery Salaries Down •
Sales Promotion Expense Up

Laundering-Only Profits As Compared To Laundering-Drycleaning Profits



Laundering-only plants again show greater operating profits (before Federal Taxes on Income) in 1954 than combination plants, but experience a greater profit decline from preceding year. In 1953, laundering-only plants averaged 5.19 percent to the combined plants' 4.40 percent

**Executive Salaries and Operating Profit by
Annual Sales Volume of Profitable Plants**



Each pair of bars indicate percentage of executive salaries and operating profit (both before Federal taxes on income) of 465 profitable plants

tive costs as did the rest of the nation, but it cut its total operating costs from 98.81 to 93.52. This cost is 5.29 percentage points less than in 1953, and 3.07 less than the 1954 national average. It also recorded notable decreases in its sales and distribution expense and its office and administrative costs.

Philadelphia records least profit

The city of Philadelphia, with a 1.08 percent operating profit in 1954, is another example of lower productive costs but higher administrative and sales expenses. Its total laundering and drycleaning costs of 57.70 percent were 5.36 points below the national average of 63.06, but the savings were destroyed by a sales and distribution figure of 28.53 percent compared to 21.62 nationally, and a total of 12.69 for office and admin-

istrative expense as against 11.91 nationally. The main differences were the high 7.24 percent delivery salaries and commissions over the national average of 11.04 and the 1.29 figure for personnel relations and welfare as compared to 1.04 nationally.

Last year's high city, Atlanta (5.60), registered only 3.26 in 1954 with increases shown in all phases which make up the total operating costs.

Laundry-only compared to laundry-drycleaning

Continuing a reversal of the expected trend, plants offering laundering-only service again realized a greater operating profit in 1954 than did the combined plants offering both laundry and drycleaning services. The former made a profit of 3.49 percent

before taxes compared to 3.17 percent for the combination operators. The extra profit seems to be due to lower total sales and distribution expense, chiefly in delivery salaries and commissions. This difference was .88 (11.21 to 10.33 percent). Laundrymen, from all indications, still think as laundrymen and cannot keep pace with the drycleaners.

The Pacific cost district was tops here, too, with an 8.89 percent operating profit for laundry-only plants compared to 5.51 percent for the combination.

However, two sectors—the Mountain and the West South Central—showed operating losses in the laundry-only field.

A study of the AIL report revealed that the larger profit on the West Coast resulted from lower delivery salaries and commissions, a smaller expense in sales promotion, and a reduction in total office and administrative costs.

The losses suffered by laundry-only

**Comparative 1954 Tabulation
by Cost Districts**

Cost District	Number of Plants Reporting	Percentage Profitable
New England	107	80%
Middle Atlantic	79	76%
South Atlantic	104	71%
East North Central . . .	90	83%
East South Central . . .	39	77%
West North Central . . .	58	74%
West South Central . . .	30	80%
Mountain	33	85%
Pacific	49	92%
All Plants	589	79%

New England: (Conn., Me., Mass., N. H., R. I., Vt.)

Middle Atlantic: (N. Y., N. J., Pa.)

South Atlantic: (Del., D. C., Md., Fla., Va., W. Va., N. C., S. C.)

East North-Central: (Ill., Ind., Mich., Ohio, Wis.)

East South-Central: (Ala., Miss., Tenn., Ky.)

West North-Central: (Minn., Mo., Iowa, Kan., Neb., N. D., S. D.)

West South-Central: (Ark., La., Okla., Tex.)

Mountain: (Mont., Idaho, Wyo., Col., N. M., Ariz., Utah, Nev.)

Pacific: (Cal., Ore., Wash.)

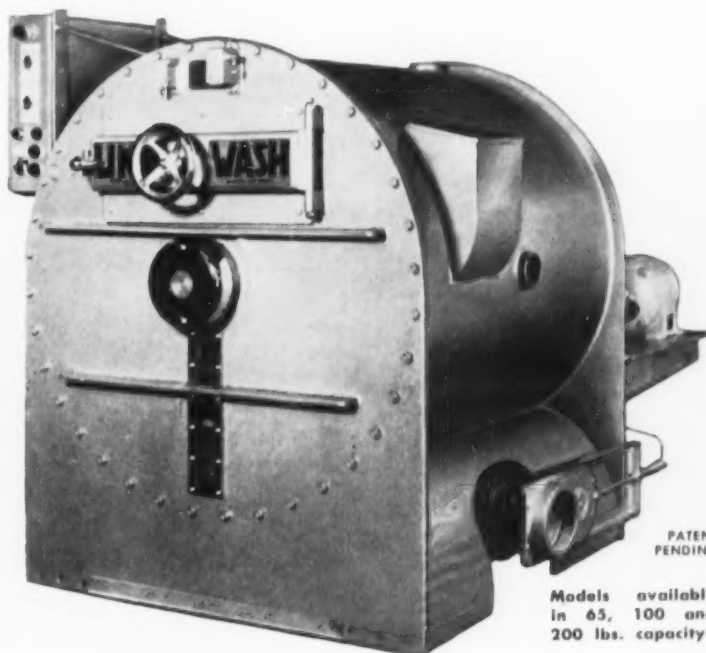
3 STAR PERFORMER

- ★ **WASHES**
- ★ **EXTRACTS**
- ★ **SHAKES-OUT**

WASHING — in and out, washed and extracted in less than 45 minutes.

EXTRACTING — load completely extracted for ironing.

SHAKE-OUT — preliminary shake-out done in UNIT WASH machine.



PATENT PENDING

Models available in 65, 100 and 200 lbs. capacity



"Squeeze" combines with washboard action for quick complete washing. Full-circle rotation of baffle and reversing cycle provide extra assurance of thorough agitation.



Unit Wash's exclusive contoured rib design provides high lift, washboard cleaning action during big drop.

Exclusive washboard rib design with high efficiency "drop, wet rub and squeeze" action of UNIT WASH Washer-Extractors makes the difference.

Loads are completely extracted in outer zone, ready for flat work ironers and shirt units in less than 8 minutes extracting time. The shake-out action opens shirts so that finishers can handle quickly and easily.

Loading and unloading is simplified.

G. A. BRAUN INC.
World Wide Distributors

Empire Building
Syracuse 2, New York

Look at these savings!

Nearly 50% saving in water consumption can be realized with a corresponding reduction in water bills. UNIT WASH Washer-Extractors require 2 gallons of water for each 1 pound dry weight of load.

Up to 50% savings of supplies because of reduced water consumption.

Almost 30% fuel reduction. The average laundry will use less hot water with a resultant saving of up to 30% in fuel bills.

Gentlemen: We would like further information about UNIT WASH and the savings available to us.

Name
Company
Street
City Zone State

Operating Profits by States (before taxes)

	1954	1953	1952	1951
	%	%	%	%
Alabama	5.12	5.99	6.75	7.40
Arkansas	—	3.88	—	—
California	7.08	8.52	7.15	2.99
Colorado69	4.98	1.00	2.26
Connecticut	2.05	2.52	2.63	1.86
District of Columbia	2.71	1.64	—	—
Florida	5.60	6.42	5.25	2.09
Georgia	3.40	5.23	7.29	4.21
Idaho	1.91	5.54	-1.20	—
Illinois	5.83	2.19	4.09	.21
Indiana	2.80	4.92	4.77	4.00
Iowa	2.64	6.95	5.73	2.90
Kansas	3.75	4.75	7.14	3.09
Kentucky	1.26	4.05	1.59	2.40
Louisiana	—	8.77	6.57	2.94
Maine	—	2.09	1.23	1.40
Maryland	1.79	4.03	6.13	4.13
Massachusetts	1.34	1.62	1.75	1.00
Michigan	4.82	8.59	2.87	4.89
Minnesota	8.30	5.20	8.26	2.63
Mississippi	2.98	7.67	—	—
Missouri	1.65	5.01	4.70	3.76
Nebraska	6.29	6.27	5.81	—
New Hampshire	3.85	—	4.91	6.77
New Jersey97	.10	.44	1.43
New Mexico	—	7.78	7.65	—
New York	2.18	3.68	.35	.47
Ohio	5.05	5.12	1.94	3.21
Oklahoma	—	9.41	6.13	—
Oregon	6.68	.67	3.77	—
Pennsylvania	1.73	3.95	3.56	1.73
Rhode Island	3.70	—	.52	—
South Dakota	—	2.81	—	—
Tennessee	2.47	5.97	5.76	6.62
Texas	4.46	4.94	5.15	4.33
Utah	—	1.66	—	—
Washington	5.52	7.37	5.56	.46
Wisconsin	3.31	3.98	4.91	2.86

plants in the Mountain and West South Central districts were apparently caused by higher direct power costs and indirect overhead in the former sector, and greater sales and distribution expense and office and administrative costs in the West South Central area.

Second to the Pacific district for high honors in the laundry-only operations was the West North Central region, with a total of 6.52 percent operating profit, twice as much as listed by a combined plant in that particular area.

Plant size and profits

The profitable plant doing an annual volume under \$50,000 produced the largest operating profit before taxes. The profit reached 7.44 percent, although this size enterprise spent the

Comparative Tabulation by Volume, Costs and Profit

Operating Profit—All Profitable Plants		Total Office and Administrative Expense	Total Sales and Distribution Expense	Total Laundering and Drycleaning Costs
Under \$50,000	7.44%	7.48	9.18	75.90
50,000-130,000	6.51%	10.43	16.17	66.89
130,000-180,000	3.33%	11.37	20.18	65.12
180,000-230,000	5.35%	12.44	21.55	60.66
230,000-300,000	4.42%	12.33	21.97	61.28
300,000-400,000	4.60%	12.29	24.01	59.10
400,000-650,000	5.33%	11.66	24.89	58.24
Over 650,000	4.38%	11.49	27.71	56.42

most on total laundering, productive labor, productive supplies, building, machinery and indirect overhead. The apparent reasons for the highest profits were the big savings in total sales and distribution expense and in total office and administrative costs, which came to 9.18 and 7.48 percentage points respectively. (A breakdown of executive salaries was not included in the AIL survey.)

The plant doing between \$180,000 and \$230,000 (or \$3,500 to \$4,500 per week) showed the least profit (3.33 percent), principally because the record indicates it paid the highest total expense, not only in labor and supplies, but in sales and office expenses.

The most consistent plant in relation to costs and profit was the one

which did an annual volume between \$50,000 and \$130,000. With a profit of 6.51 percent, it was the second highest profit-maker; it was the second lowest in sales and distribution expense, in office and administrative expense, while paying the second highest cost for total labor, supplies, and overhead.

In 1954, AIL survey forms were received from 670 laundryowners or their accountants. Of these, 81 had to be discarded for lack of complete or correct information.

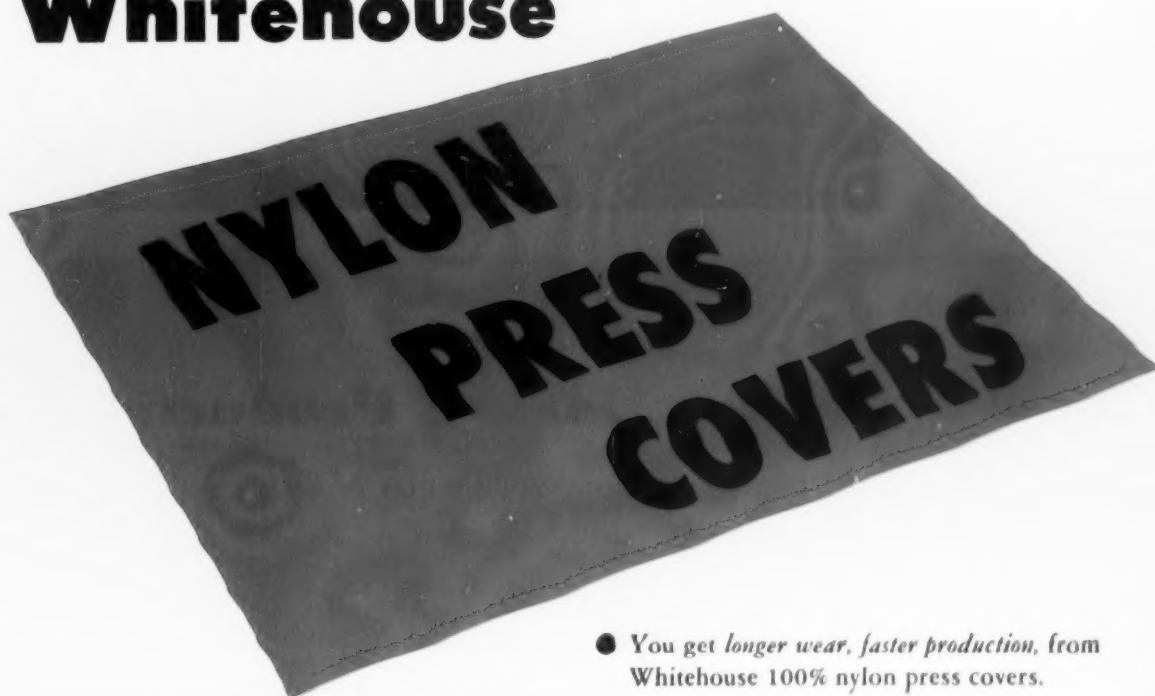
The National Accounting Council for the Textile Maintenance Industries recommends the use of the Uniform Classification of Accounts. Since many plants do not maintain such accounts, some omissions will be noted in the accompanying graphs and charts. □□



"Why wait until next fall to replace it? Have you ever figured depreciation on your buying dollar?"

**Why it
pays you
to use ...**

Whitehouse



WHICH STYLE DO YOU NEED?

Style 2350—white
(widths: 7'—45'—54')

Style 8401T—Kempri-lan
(widths: 7'—54')

Style 3025C—tan
(widths: 7'—54')

Style 901—Ads-Life-tan
(widths: 7'—50'—54')

Style 8400—Twillspon white
(widths: 7'—54')

Style 3004—Black
(width: 45')

Whatever your needs, there's a Whitehouse cover cloth to "do it best" for you.

Use longer lasting nylon flannel by Whitehouse.

- You get *longer wear, faster production*, from Whitehouse 100% nylon press covers.

Why? Because these covers are the development of our own laboratories. The original Greige goods are boiled off, heat-set, and treated with a special chemical process that insures longer wear and *higher heat resistance*.

Our special treatment imparts *amazing* life to Whitehouse nylon cover cloth. Whatever type of press you use, depend on Whitehouse covers for top quality work, fast production, and real operating economy.

- **Continued Leadership through Constant Research**

WHITEHOUSE NYLON PRODUCTS

360 Furman Street

Brooklyn 1, New York

Average operator can mark in more than 500 pieces per hour as recording device practically eliminates her listing operations



Here's a Novel Idea on

How To Boost Marker Production

*Regal Laundry cuts operator's duties in half;
installs recording device at mark-in station*

THE TOP GIRL at Regal Laundry, Baltimore, Maryland, recently marked in 3,260 pieces in 5.3 hours—an average of just over 615 pieces per hour.

The low girl produced 1,671 pieces in 3.7 hours or slightly better than 451 pieces per hour.

These figures represent a more or less typical day's production. Neither total was entered in a speed trial.

The markers were able to produce this much because their listing functions—which would normally take up about half the time—were practically eliminated. Instead of counting each item and noting it on the invoice, they now "read" the piece into a microphone hooked up to a tape recorder.

Of course, it is still necessary to list the pieces but this work is handled by the "transcribers." (They play back the tape and write the necessary information on the back of each customer's invoice.) Two transcribers easily handle this time-consuming function for all of Regal's eight markers.

By HENRY MOZDZER

Charles B. Mitchell, president of Regal Laundry, saw the possibilities of marker job simplification and began experiments with recording devices back in the early 1940's. By reducing writing to a bare minimum, he reasoned, the marker's production standards could be increased considerably. They were. Since the recorders were installed, Regal's marking department has been able to handle more than 200,000 pieces per week in peak seasons.

The merits of Regal's recorder system are obvious. Each girl does more work and fewer girls are required. The operational speedup also obviated the necessity of increasing the size of the 35-by-45-foot marking room—not the easiest thing to do in Regal's already jam-packed quarters.

The biggest problem that Regal faced was that of using the recorders efficiently. There was no point in re-

cording silence during those moments when, for example, the girl was breaking a bundle. A system had to be perfected whereby the recorder would start and stop intermittently as the girl called off each item.

After consulting with recorder manufacturers and others, a rather ingenious system was developed, whereby the marking machine activated the tape recorder to give about 1½ seconds playing time. That's just long enough for a three-word description such as "child's chenille robe." (See photo for details.)

Regal started out using a wax cylinder recorder, then switched to the flat disc model, and is currently using the magnetic tape machine.

The older models were rather troublesome principally because of the stop-and-go nature of the operation. The pen would either skip grooves, or cut back on what had already been recorded, or grow hot and tear the sound track. The tape recorder was found most practical in these respects

and had an additional advantage in that it could be used again and again.

Normally, the marker uses one reel for each 25-bundle lot and turns out about a lot an hour. Actually the reel is good for a half-hour of continuous recording. This means that a full reel would represent two hours work by the marker, thanks to the quick stop-and-go mechanism.

The recorders each cost \$350. Regal uses about a dozen of them. And it uses 37 reels which cost \$27.50 each. The reels, in this case, are enclosed in a magazine which can be placed on and taken off the recorder easily. This eliminates the nuisance of threading the tape. The maintenance on these recording machines is no greater than on the marking machines themselves.

Marking procedure

The marking procedure, using this system, is as follows: The marker

dumps the contents of a laundry bag on to a scale and writes in the total weight on the bundle invoice. She next "calls" the bundle number, the mark and weight.

She then pulls the flatwork items from the order, stamps each on the marking machine and names every item aloud as she does so: "sheet—sheet—pillowcase—bath towel," etc. (Under test conditions it was found that it was faster to name each piece than it was to try to total them, as "3 sheets, 2 pillowcases," etc. The only exception is in handling handkerchiefs and socks. These are pinned and netted. The girl marks one and calls the total number.)

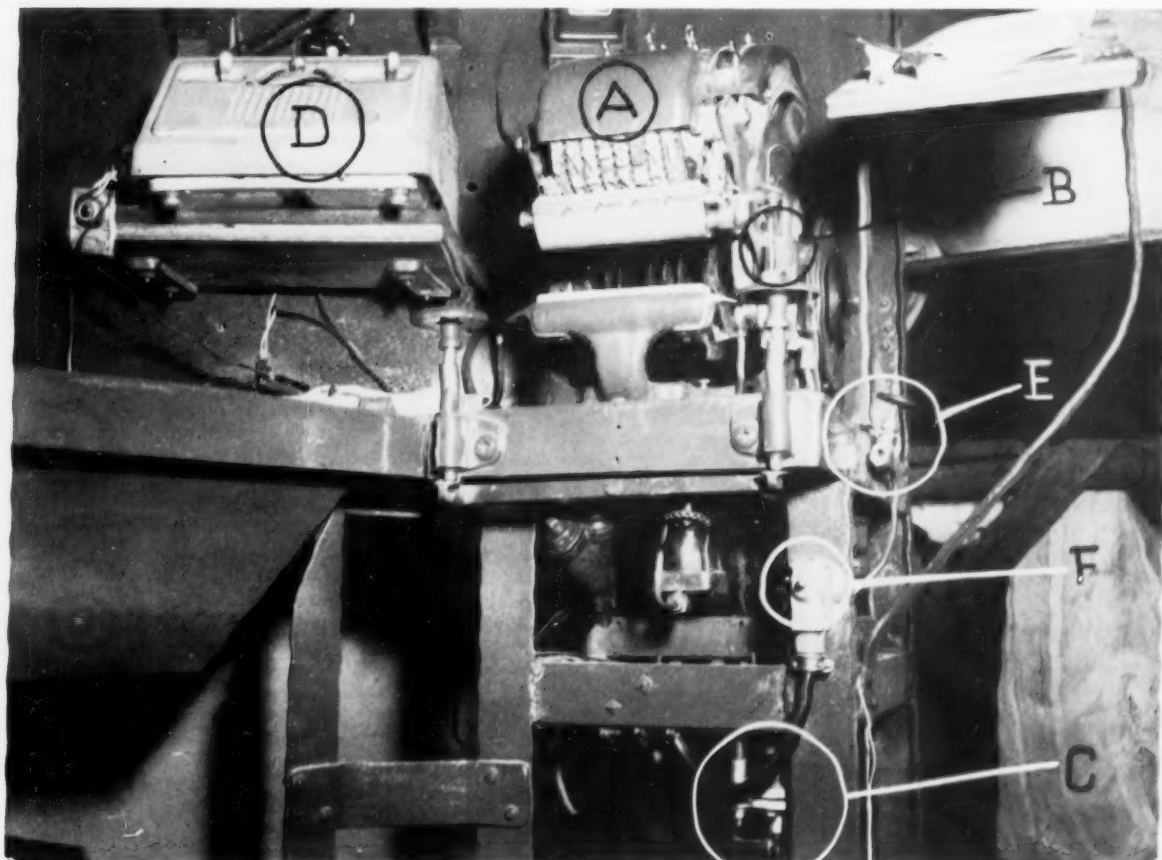
When all the flatwork is marked in, the girl writes in and "calls" the wearing apparel weight and then continues to mark and name each piece as before.

The markers are not compensated entirely by the number of pieces processed. Management takes into account

the number of bundles handled, the number of pin-ups and the number of "pull-outs." (A "pull-out" is some piece that has to be removed from the order; e.g., an item that has to be drycleaned.) The markers are credited with so much time for each of these operations. This entails more bookkeeping but is fairer to the operator. Small bundles with few pieces can starve an operator working on a straight piecework basis. The time adjustments compensate for the loss she would otherwise incur.

"Markers should be classified as highly skilled operators in any plant," says Jack Helms, assistant superintendent at Regal. He points out that they have a tremendous amount of responsibility. At Regal, for example, they have the three machines to make on flatwork and 12 other separations on wearing apparel, plus the task of keeping the tickets straight.

Breaking in a new girl for the mark-



Closeup view shows how marking machine was hooked up to start and stop recorder automatically. As head of marking machine (A) is brought down it presses against plunger (B). This activates an air valve which fills the diaphragm (C) which in turn activates a microswitch starting the recorder (D). As the air escapes from the diaphragm, the microswitch shuts off automatically stopping the recorder. The bleeder valve (E) controls the amount of air entering the diaphragm. It can be adjusted to suit the speed of the operator. The average marker requires approximately 1 1/2 seconds to call off the item being marked in. The bleeder valve, however, can reduce the recorder running time down to 1/50 second. Push-button (F) enables the operator to start the recorder manually when the marking machine is not being used.



Listening post. This transcriber does all the listing for four of Regal's mark-in girls. The recorder enables her to list 2,400 pieces an hour.

ing operation is a very exacting task. Department supervisors are allowed 160 hours (approximately 4 weeks) to train a girl before her output is charged to their production record. It takes just about all this time to teach a marker the correct routine.

One interesting aspect of the training is that the girls are expected to produce a set quota from the very first

day of employment. The first day it is 35 percent of scale. This percentage is graduated upward each day until she reaches the 100 percent standard.

Listing procedure

Once the marker has closed a lot, the tape magazine is removed from the recorder and it is sent up to the

transcribers' office along with the lot invoices.

The transcribers sit in soundproofed booths with the invoices before them and play back the tape listing all the necessary information. They subtract the wearing apparel from the total weight to get the flatwork weight and transfer this total to the flatwork ticket on the reverse side of the invoice. Then they tally the pieces, putting a check mark after each item as it is called off.

The transcriber can listen to the record using either an earphone or the loudspeaker with which the recorder is equipped. She also has a foot pedal which allows her to start or stop the record at any time.

Each transcriber is expected to list 2,400 pieces an hour. But the girls get paid on the same principle as do the markers. That is, they get compensation for bad records and other delays.

Once the lot is listed, the invoice tickets go to the posting department for pricing. The tape, meanwhile, is run a second time and all the information is recorded on a permanent flat disc record. These plastic discs are then filed for 6 to 8 weeks, while the tape is erased and returned to the marking department.

Regal is quite happy with its record-making, record-breaking mark-in department. □□



The saying "Cleanliness is next to Godliness" was never so appropriately used as in the case of Baltimore's Regal Laundry. The plant is located in what was formerly a church building.

Except for a few remaining stained-glass windows the interior now bears no resemblance to any church we have ever seen. Almost every square inch of space is devoted to turning out laundry (and drycleaning) serv-

ice. The nave of the church is filled in with floors and mezzanines. And conveyors of every description seem to go up, down, sideways and back.

But more impressive, perhaps, than appearance is the plant's independent spirit. It maintains its own print shop, generates its own electricity, uses its own metal shop to build washers, truck bodies, air-conditioning systems, etc. On the other hand, the management firmly believes in the value of advertising and will tie in with almost any program that will help promote sales.

Regal is more than an unusual plant. It is one of the giants of the industry, employing 400 persons and operating 46 route trucks. Some inkling of its scope may be gained by considering its flatwork department. This department is built on a mezzanine floor. It has five 8-roll ironers all but one of which is equipped with an automatic folder. The 37 people employed here process 14,000 pounds of flatwork each 8-hour day.

Or take the shirt department. It consists of seven 4-girl units and one 3-girl unit. During the slowest time of the year, this department handles 25,000 to 26,000 shirts per week. And in peak seasons production soars to the 32,000-per-week mark.

A good example of Regal's efficiency is in its handling of its Wet Wash, Wet Thrift (flatwork ironed) and Dry Thrift (flatwork ironed, wearing apparel dried) bundles. A separate department is set aside to handle these services. See photo story beginning on page 18.

SAVE

\$70-\$80-\$90 or MORE each week.

Increase production and reduce labor turnover with "A" SPREADER

Increase efficiency; reduce idle time of feeders and folders.



This machine enables

ONE Operator to "spread" and deliver to the ironer feeders, more sheets per hour, than 3 to 4 hand shakers.

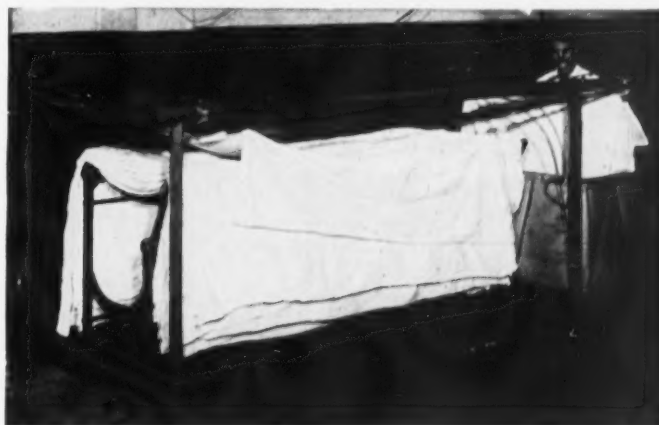


This **IS THE BACKBONE** of Mechanized Flatwork



THE SAGER "B" SPREADER

This machine is designed for the single ironer plant. For the feeding of large flatwork at high speed and in larger lots.



ONE Operator does the work of 2-3 hand shakers; with less effort and higher efficiency. There is NO lifting of heavy loads, 80-90 sheets are quickly and easily transported to the ironer feeders on each of three RACKS.

Increased employee efficiency. Idle time at the ironer greatly reduced. Labor turnover reduced. Your SPREADER Operator becomes a machine operator. INSTALLATION quickly and easily made. Independent of the flatwork ironer. Model "B" can be PLUGGED into the lighting circuit.

Manufactured by M. A. POCOCK

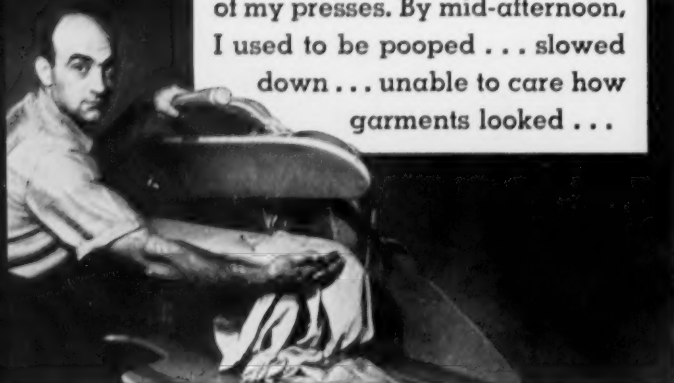
1234 Central Ave. N.E.
Minneapolis 13, Minn.

**"Just a year ago I thought
Drycleaning was a lousy
way to make a living..."**

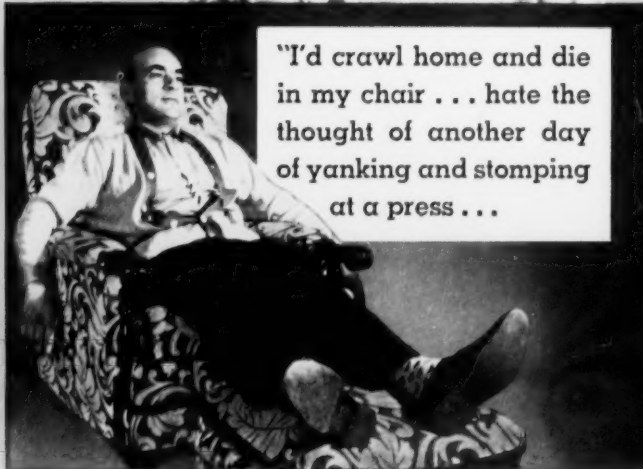
— says Albert Lombardi, owner of Luxury Cleaners



"Like a lot of owners I work one
of my presses. By mid-afternoon,
I used to be pooped... slowed
down... unable to care how
garments looked..."

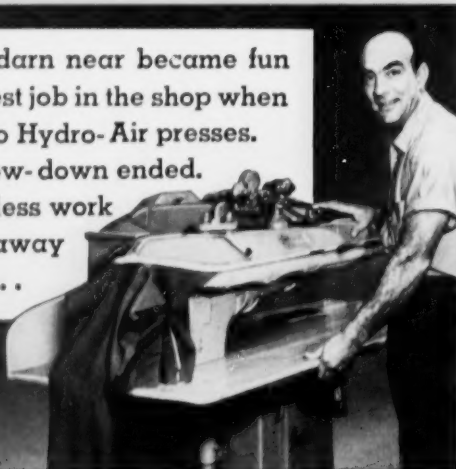


"I'd crawl home and die
in my chair... hate the
thought of another day
of yanking and stomping
at a press..."

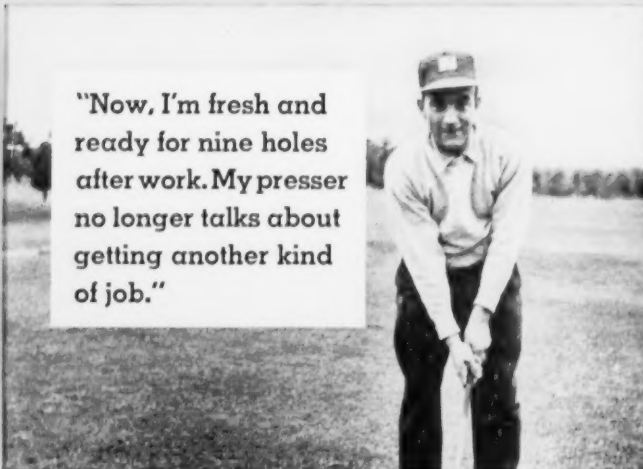


Then a HYDRO-AIR ended the killing work!

"Finishing darn near became fun
... the easiest job in the shop when
I changed to Hydro-Air presses.
Mid-day slow-down ended.
So did careless work
that drives away
customers..."



"Now, I'm fresh and
ready for nine holes
after work. My presser
no longer talks about
getting another kind
of job."



**"For faster work that means more profit...
For better work that gets more customers,
I suggest you look into the HYDRO-AIR"**

Just work at a *Hydro-Air* for two minutes.
You'll see that Albert Lombardi doesn't exaggerate. You'll realize there's nothing comparable to it... that the revolutionary Pantex hydraulic-and-air power unit makes the same difference in press operation that power steering and power brakes make in driving. It's practically effortless! Amazingly simple to run! Almost noiseless!

You'll find many other dream features in the *Hydro-Air*, too. For instance, the old problems of contact and working pressures are licked. Send for the folder that explains all.

**PANTEX MANUFACTURING CORPORATION,
Box 660G, Pawtucket, Rhode Island**
Send me booklet about Hydro-Air Presses

Name & Title

Firm

Street & City

Pantex *Hydro-Air*

AIR OPERATED DRYCLEANING PRESS

EASTERN CYCLONE

Lint Collecting Systems

ELIMINATE "DOWN" TIME

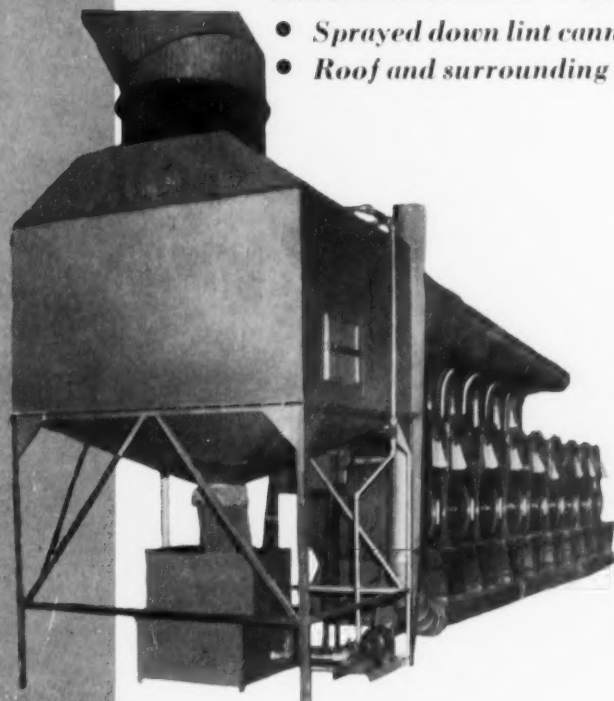
- *Lint collected in one self-cleaning trap*
- *Lint disposal handled by one man in minutes*

INCREASE TUMBLER EFFICIENCY

- *Back pressure in tumblers is eliminated*
- *Gives you 20% to 30% more drying time*

ELIMINATE FIRE HAZARD

- *Sprayed down lint cannot burn or fly around plant*
- *Roof and surrounding areas remain lint free*



**No other lint-collecting system
like it on the market today.**

JOBBERs: A few selective territories available

"Down time" is no longer a production problem because the lint from all the tumblers is collected in a self-cleaning receptacle and disposed of by one man in minutes WITHOUT shutting down the tumblers.

No individual lint screens are used. Lint collector maintains zero pressure in exhaust lines, thereby increasing tumbler efficiency 20% or more. Production is increased—operating costs are reduced.

Eastern Cyclone lint collecting systems employ a spray system that makes sure lint will not fly around or collect on the roof or surrounding area.

Mail Coupon for free literature

EASTERN CYCLONE

876 Van Houten Ave., Clifton, New Jersey

Please send free folder to

NAME _____

ADDRESS _____

CITY _____

STATE _____

JOBBER _____

EASTERN CYCLONE

COMPLETE PLANT ENGINEERING SERVICE

876 Van Houten Ave.,

Clifton, New Jersey

MANUFACTURERS OF

CIRCULATING SOAP SYSTEMS—ELECTRONIC COUNTERS FOR SMALL PIECES—
WASHING MACHINE LOADING HOPPERS—LINT TRAPPING SYSTEMS.

Conveyorized Laundry Operation

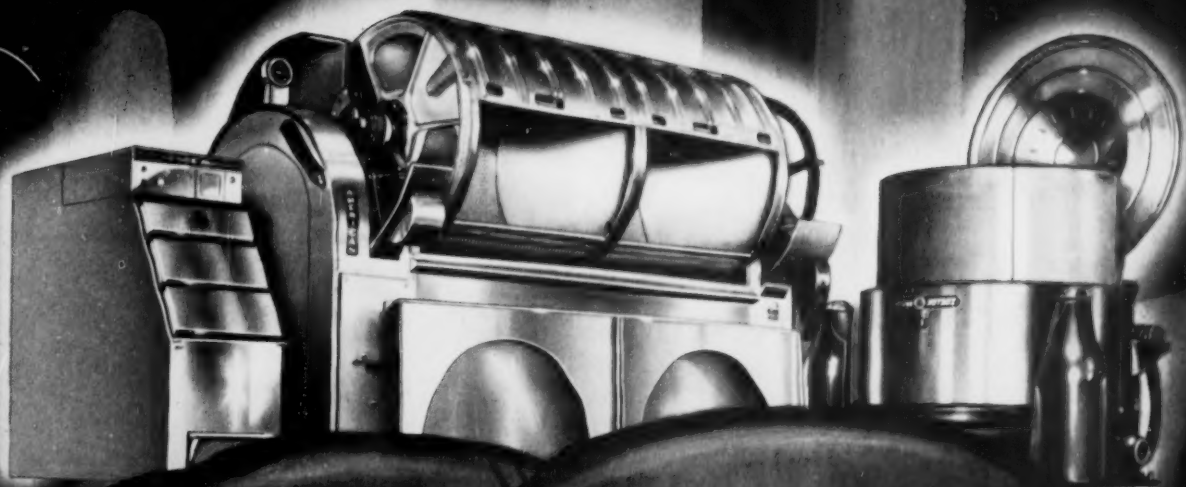
Regal's production-line techniques save time, labor, space

The beginning. Bundles are fed to two 3-man break crews by weigh-in man standing between specially built break tables. Above him hang lot bars each containing 20 keys. To pinpoint errors one break crew gets the even-numbered bars; the other the odd

This washing area handles all the laundering for one break crew. Bundles come down drop-off chute in foreground; after washing and extracting are moved to damp assembly by conveyor in background. All white bundles are washed individually (after first being removed from net) in one pocket of Regal's home-built 10-pocket wheels

(More Photos on page 20)





Only "full-automatic" cuts soaring labor costs!

The tremendous workflow through "full-automatic" American Cascade Unloading Washers and Notrux Extractors cannot be equalled with any other washroom equipment! Slash your high labor cost with more washed loads and fewer operators. (Example: Up to 16 loads per day, per washer — 6 washers—2 washmen.) There's no other way!

You can depend on your American Representative's advice in your selection of equipment from the complete American Line. Backed by our 87 years experience in planning and equipping laundries, he can help solve your production problems. Ask for his specialized assistance anytime . . . no obligation.

*World's Largest,
Most Complete Line of Laundry
and Dry Cleaning Equipment*

A

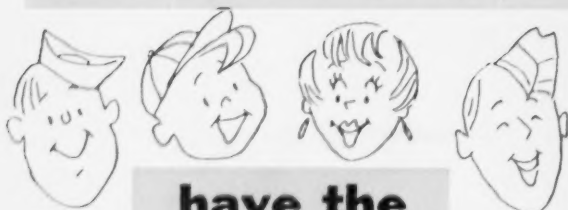


merican

The American Laundry Machinery Company • Cincinnati 12, Ohio



9 out of 10 people



have the



'Yellow Pages' habit



This usage of the 'Yellow Pages' in the telephone directory makes them a chief source of buying information in homes, offices and factories all over your community.

So when you advertise in the "Yellow Pages" you're putting information about your special laundry services where it will do you the most good — right where prospects look when they need a laundry.

If your business could be better, let the 'Yellow Pages' help you make it better.



Why not take a closer look now at the 'Yellow Pages' for promoting your business? Call your local telephone business office for the Classified Directory Representative.



Break crew separates bundle contents into three classifications—light, dark and white. Each is pinned in a color-coded net and transferred to the washing area by means of a flat-belt conveyor which is visible at end of break table



Damp-assembly operators remove bundles from drop-off chute and hang on looped monorail rig at rear. Break crew can process 130 bundles an hour—about 10 bundles more than the washers can do in a like period



End point. Bundles are removed from monorail with aid of platform lift. Work is next assigned to finishing, drying or delivery departments and lifted to floor above by slot-like, braced conveyor at rear

pre-proportioned **HTH** *soda bleach mix*

*makes
bleach-making
easy*

There's nothing to making dependable bleach solutions when you use HTH Soda Bleach Mix. All you do is add this pre-proportioned mix to the water and you have a stable solution of sodium hypochlorite. Washroom supervision is cut to a minimum. You get maximum convenience, ease and economy. Try HTH Soda Bleach Mix . . . now packed in colorful 100-lb. "Leverpak" drums.



The same stable, uniform bleach that laundry operators have been using for over a quarter century to make up stock bleach solutions. HTH Granular Bleach, containing 70% available chlorine, is packed in sealed "measured unit" 3¼-lb. cans and in 100-lb. full-opening lithographed metal drums.



This dry bleach product is modernizing bleaching procedure all over the country. You just add it dry directly to the washer. Assures maximum whiteness retention with minimum tensile strength loss. Packed in 100-lb. and 200-lb. "Leverpak" drums.

Check your laundry supply house for additional information, or mail the coupon today.



OLIN MATHIESON CHEMICAL CORPORATION
Industrial Chemicals Division
Baltimore 3, Maryland

Please send information on HTH Soda Bleach Mix for commercial laundry use.

Name

Company

Address

My laundry supply house is:

Name

Address

3233

Simple store decoration is pleasing, comparatively inexpensive. Major item is two-section counter of Roman brick. A. T. Allday (behind counter) estimates three garment racks can be doubled without crowding, tripled by confining customers to large area directly in front of counter



Shopping-Center Plant — Southern Style

**Functional simplicity helps new firm
get off to good start in short order**

SEVENTY-FIVE FEET of garment racks and 150 feet of laundry-bundle shelving were, if not crowded, at least respectably filled by Friday of the first week after the beautiful new Parkland Shopping Center opened in Cayce, South Carolina, late last spring. This was in the Custom Laundry & Cleaners, two doors from the supermarket in the shopping center.

The Custom plant is the enterprise of A. T. Allday, who has managed plants and departments in the state capital of Columbia just across the river for many years.

Parkland Shopping Center is on a newly opened highway that is already traveled heavily, as it takes the load off other routes crossing the river and entering fast-growing Columbia from the south and west. Since Cayce

and West Columbia are also on record as among the fastest growing communities in the country, Mr. Allday's prospects of adding more racks and keeping them filled are very good.

The physical facilities of Custom Laundry & Cleaners are interesting. Air conditioning throughout the plant is directly attributable to its being in a shopping center, since all the stores are air-conditioned from a single central unit. The cool air enters the store and work space through large openings in the ceiling that disperse the air toward the floor. Warm air passes back through little random-spaced holes in the acoustical-tile ceiling. Then exhaust ducts draw from the air space above the ceiling. This gives an even movement of air throughout the plant.

Skeptical visitors have hinted that excessive moisture might loosen this acoustical tile. The Parkland management expects no such trouble, because summer humidities tend to be quite low, in spite of proximity to the river. Also, the plant ceiling is high, so the total cubic-air content of the room is large in proportion to the amount of moisture given off by washers and finishing equipment. The rapid turnover of air prevents accumulation of moisture in any quantity, and air will be forced through at all times, regardless of whether the air conditioning is on, to provide adequate ventilation in all of the stores.

Novel boiler room

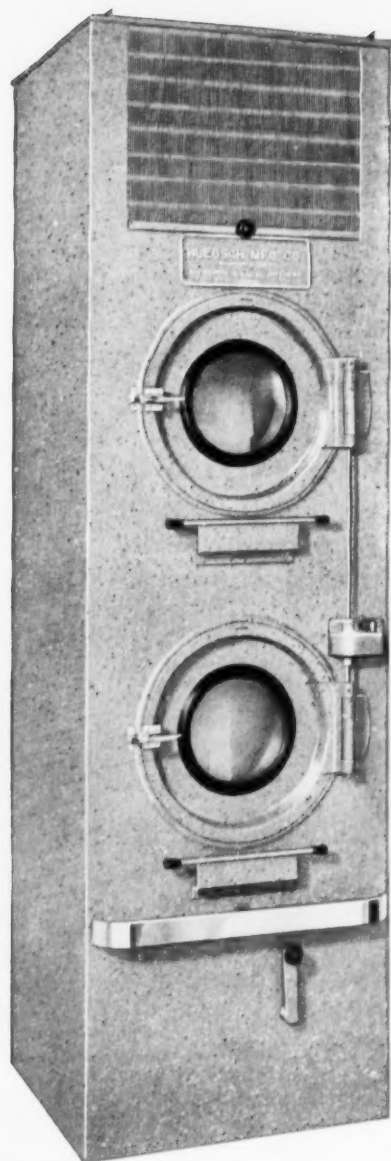
Zoning regulations made it necessary to have the boiler room constructed outside the walls of the main building. A plant location was chosen among the stores where a jog in the building formed an "L" at the back of the plant. The boiler room was built into this "L."

Two of the main building's heavy exterior walls form side walls to the boiler room. A third wall was constructed, and the open end of the boiler room closed off with a louvered partition. The louvers are 1-by-6-inch boards set at a 45-degree angle, with the bottom of each board coming slightly below the top of the next board down. Short of a hurricane the boiler room remains completely dry.

The entire back of the partition is covered with heavy hardware cloth to keep kids from poking rubbish be-

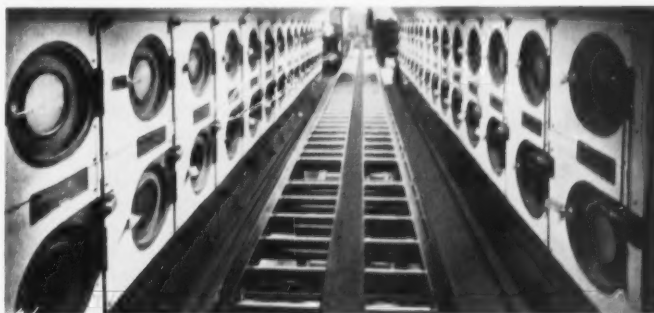
there's **BIG BUSINESS** in small loads!

HUEBSCH TWIN



**Only 27½" wide...the perfect dryer
for diaper, bachelor, family work
and all small bundles**

For happier customers and a profitable operation, rely on the Huebsch Twin-Cylinder Tumbler for drying your smaller loads. The Huebsch Twin is fast, efficient, economical. Each cylinder has a capacity of 15 pounds dry weight—just right for the average diaper or bachelor bundle. Only 27½ inches wide—yet ruggedly built for years of trouble-free service. Available in steam or gas-heated models. Ask your Huebsch representative for complete details—or write for information!



Easily and neatly arranged in batteries of two, three or more. Pictured above: Little Falls Laundry, Little Falls, New Jersey, uses 30 Huebsch Twin-Cylinder Tumblers!

HUEBSCH MANUFACTURING COMPANY

3775 N. Holton Street, Milwaukee 1, Wisconsin

*Inventor and World's Largest Manufacturer
of Open-End Drying Tumblers*



All-glass front makes Custom plant a showplace on late shopping nights. Wide canopy over broad sidewalk keeps out hot southern sun, except in very early morning.

tween the louvers. The partition is bolted to the side walls from the inside and can be removed to replace the boiler if necessary. Doors in the partition are large enough to give easy access to the tubes.

Steam lines in the plant, as well as all wiring and piping, are laid in trenches. Three trenches, one along each side wall and one down the center, have bottoms that slope gently ($\frac{1}{2}$ inch; 1 foot) from the middle toward each end. Drains are located at both ends of the trenches. The trenches are 18 inches wide and 15 inches deep at the shallowest part to allow plenty of space for manipulating tools when maintenance and repair work are necessary.

Plenty of light

The illumination at Custom Laundry & Cleaners is very evenly distributed. A photographic exposure meter, held at a "work-table height" of $3\frac{1}{2}$ feet in locations almost everywhere in the plant, showed variations in light level of less than 10 percent.

Four continuous double rows of fluorescent tubes are set against the 12-foot ceiling, with 10-foot spacing between the rows and the side rows 5 feet from the walls. This provides evenly balanced angular distribution of the light.

As the equipment is laid out, in two strings down the center trench and a string along each wall, there is a row of lights almost directly above each operator and another row behind, throwing light over the operator's shoulder. Because the rows are continuous, light on any given spot is literally from all sides, and an operator casts a hardly discernible shadow on her work.

Good workflow

The equipment is laid out in two loops with laundry on one side and drycleaning on the other. The mark-

ing tables in each department are against the wall up near the front, and the workflow follows the wall to the back. Then it comes up the center of the room with the finishing equipment of the two departments on their respective sides of the center trench. This brings the assembly and packaging departments just behind the garment racks and bundle shelves.

Mr. Allday resisted the very strong temptation to put operating equipment up in the windows, for three reasons. One was that as the plant is now laid out he has more direct workflow, with shorter distances between marking and the washroom or cleaning unit, and between finishing and the assembly departments. Another reason is that by having marking, assembly and packaging closest to his counter and store racks he can best use the abilities of high-caliber girls up at the front. Finally, he felt that if he went to the expense of installing heavy equipment in the window, he would be more tempted to resist change when it became necessary to add store racks. These eventually will fill the space where the equipment would be placed on show.

Initial capital expenditures at Custom Laundry & Cleaners were wisely distributed. The high rental, which is a natural part of shopping-center operations, brings an attractive exterior and a reasonable expectation of heavy foot traffic past the store. Also, in this instance, it provides the comfort of air conditioning.

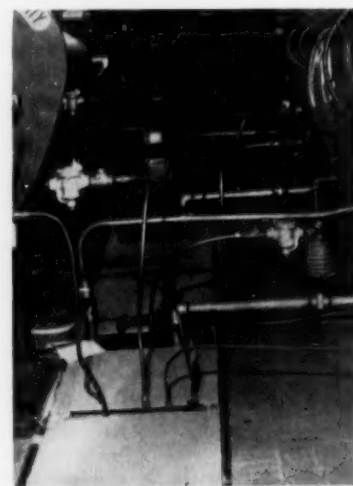
Therefore, store decorations have been kept to the very minimum necessary to provide an attractive customer area.

Instead of buying frills for the store, the plant was so laid out that expansion will be easy and relatively inexpensive. The drain for the 25-pound washers and two 20-inch extractors is long enough to receive two more washers. One of the present washers is a two-speed model that handles blankets, fragiles and wet-

cleaning for the drycleaning department.

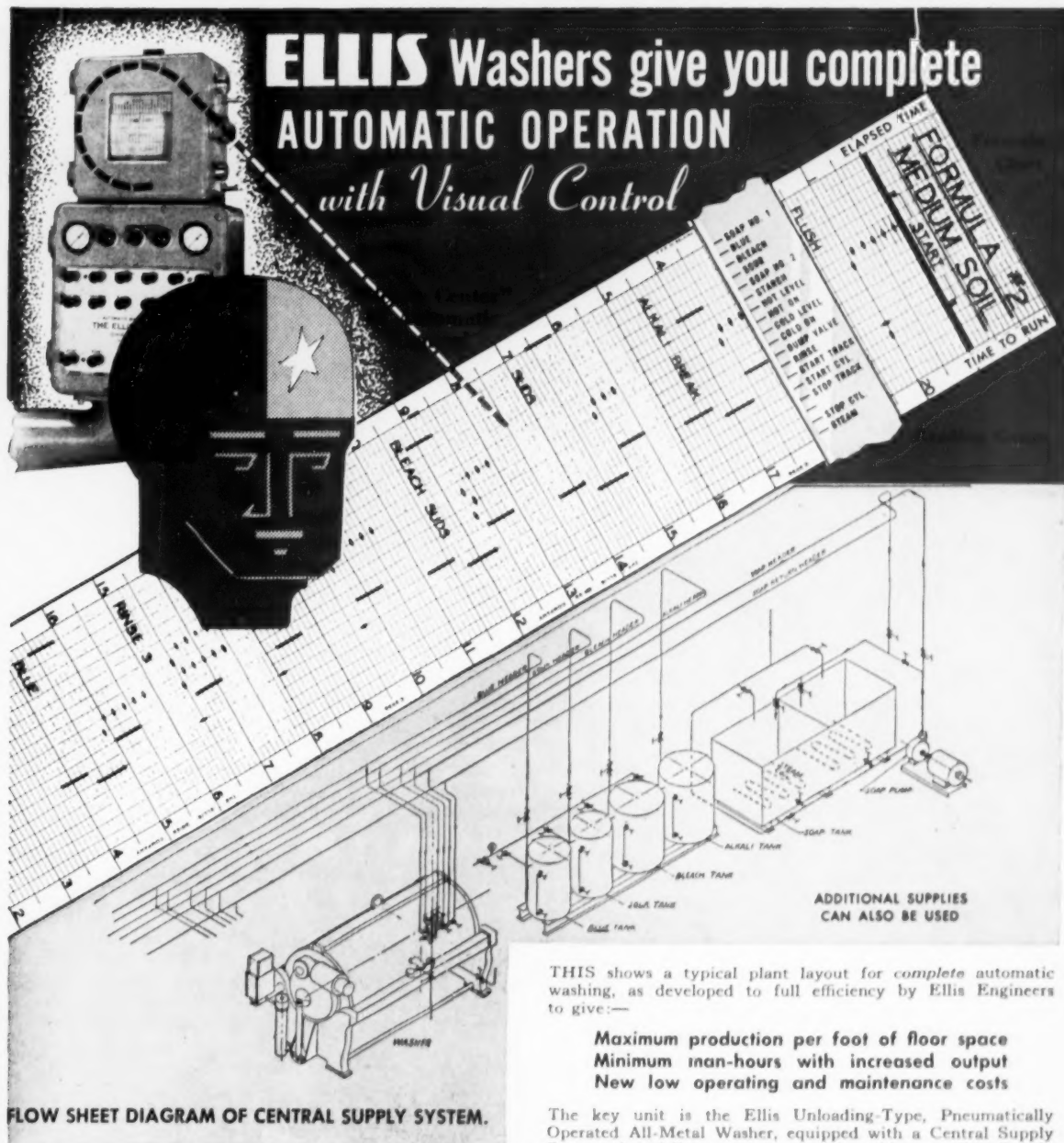
There is space beside the laundry tumblers for two more driers. A spot is available for another 2-girl shirt unit with automatic sleever. A second complete drycleaning machine will fit right alongside the present one. In most cases it is only necessary to hook into existing plugged tees and junction boxes, as all piping and wiring were planned and installed with the heavier load in mind. The boiler has the capacity to handle more equipment that can be installed, when properly maintained.

The net result is that A. T. Allday has got off to a good sound start. A lot of money has and will be spent, but none of it will be wasted. It is quite probable that his higher initial expenditures will prove to be savings within 12 to 18 months, because of careful planning for expansion. Having a pleasant comfortable place to work in, he will get higher employee efficiencies. □□



Trench-enclosed piping speeds housekeeping. Covered with loose metal plates, trench is wide enough and deep enough to permit easy use of tools. Its bottom is pitched from middle to ends to assure ready and adequate drainage.

ELLIS Washers give you complete AUTOMATIC OPERATION *with Visual Control*



FLOW SHEET DIAGRAM OF CENTRAL SUPPLY SYSTEM.

All suds, rinses, blue, bleach, alkali and sour operations, as well as an infinite number of water levels and temperatures, are pneumatically controlled.

The track roll chart gives the operator a continuous visual record of these operations, including the elapsed time and the time left to run.

Write for further details.

The ELLIS DRIER Co.
2444 NORTH CRAWFORD AVENUE

HEAVY DUTY CHICAGO ONE GRADE

Mr. George W. Krieh, Pacific Coast Representative of The Ellis Drier Co., Pasadena, Cal.

REPAIR PARTS

We carry a complete stock of repair parts for machines formerly manufactured by General Laundry Machinery Company.

THIS shows a typical plant layout for complete automatic washing, as developed to full efficiency by Ellis Engineers to give:—

**Maximum production per foot of floor space
Minimum man-hours with increased output
New low operating and maintenance costs**

The key unit is the Ellis Unloading-Type, Pneumatically Operated All-Metal Washer, equipped with a Central Supply System that delivers and meters all washing supplies directly to the machine.

The "Nerve Center" of this automatic system combines all controls in one single station on individual washers with a visible formula chart, traveling on a tracker roll.

It provides four 1-hour formulas or fraction thereof with split-second timing throughout the washing cycle. It is simple, accurate and easy to set, or stop, at any point—and interchangeable with manual control.

Report on Industry Promotions

Was the "First Shirt Free" campaign successful?

How is the "Betty Best" TV program doing?

What are the chances for a National Ad showing?

Result of Free Shirt Laundering Campaign

APPROXIMATELY 1,500 new laundry customers were gained as a result of the cooperative "first free laundering" program co-sponsored by the laundry industry and two shirt manufacturers, according to the final report on the American Institute of Laundering's membership survey. The survey was conducted in an effort to evaluate the reaction of AIL members to this type of promotional campaign.

Ending last February, the promotional campaign was based on coupons given to purchasers of specific Manhattan and Van Heusen shirts by the retail salesmen. These coupons entitled the purchaser to a "free first laundering" at any AIL member laundry participating in the program. The shirt companies backed the program by more than \$100,000 worth of advertising in such national publications as *Life*, *Good Housekeeping* and *Saturday Evening Post*.

To tie in with this campaign, AIL member laundryowners were invited to follow through on their own with advertising on the local level. Newspaper mats, suggested radio and TV scripts and other promotional devices were made available in specially prepared kits by both the shirt manufacturers and AIL headquarters.

Campaign brought customers

AIL's recently released final report, based on the membership survey, revealed that not only were 1,496 new customers brought into the laundry, but that coupons received by laun-

dries that kept records totaled 10,788.

Replies to the questionnaires came from 47 states, the District of Columbia, Hawaii and Alaska. A total of 501 replies were received from the approximate 2,900 survey forms mailed out—a return of 17.2 percent.

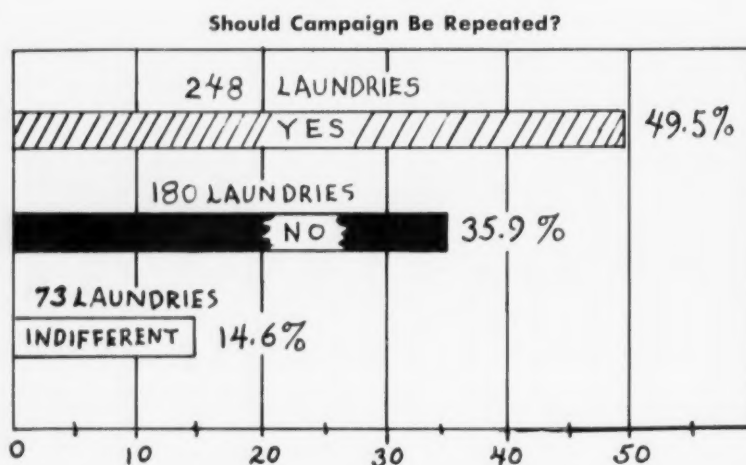
Of the laundries that replied to the survey, 48 kept no record of the coupons they received but did receive some coupons. No coupons whatever were received by 55 of the responding laundries.

What about local-level promotional tie-ins with the manufacturers' campaign? Of the laundries that replied to the survey, 304 did some local advertising, while 198 plantowners did no advertising at all.

Of those who advertised, 240 utilized in some way the materials sent from the AIL. Laundries that advertised used at least one medium, with newspapers receiving the greatest emphasis, counter cards receiving second utilization, and radio, bundle inserts and television receiving some of the tie-in promotion.

Reaction to repeat

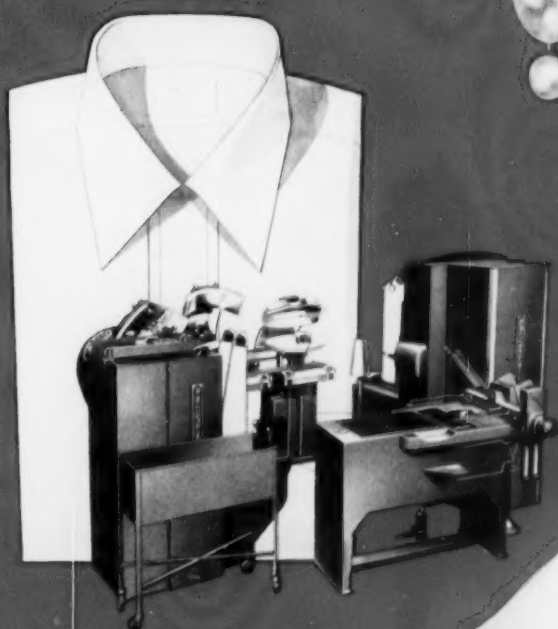
The survey also attempted to ascertain how the participating laundryowners felt about a similar campaign to be run at a later date. Of the replies received, 248 respondents—or 49.5 percent—favored a repeat promotional tie-in for the future. Laun-



That Quality Look...

**CUSTOMERS
WILL PAY FOR!**

**Prosperity quality
in shirt finishing
forms the foundation
for greater laundry
and cleaning volume.**



PROSPERITY 2-GIRL CABINET SHIRT UNIT

Six, one-operation machines balanced for 2-girl operation. Unsurpassed quality finishing. Production up to one hundred shirts per hour. Simple operator training.

The PROSPERITY
AUTOMATIC PRECISION PRODUCTION TOOLS FOR LAUNDRIES
SYNTHETIC CLEANING PLANTS AND GARMENT MANUFACTURERS
Company Inc.

Main Office and Factory: Syracuse 1, N. Y.

Sales, Service and Parts in All Major Cities

drymen who did not favor a similar promotional tie-in at any future date totaled 180 or 35.9 percent. Laundrymen who did not answer that specific question or who were neutral or indifferent amounted to 73 or 14.6 percent of the returns.

Individual comments from laundrymen indicated definite feelings for or against similar promotional tie-ins at future dates. Those who favored the program were definitely satisfied with the results and wanted to repeat it. Those who did not favor a similar pro-

WHAT A.I.L. SURVEY REVEALED

- Campaign gained about 1,500 new laundry customers
- More than 10,000 shirts were laundered free
- Over 300 laundries used promotional tie-in material

gram at a future date indicated a definite lack of enthusiasm over the program or over repeating it.

Among the neutral responses, the same feeling persisted. Although they

did not vote directly for or against such a program being repeated, the comments indicated that laundrymen were either definitely for or against repeating such a plan.

Betty Best Campaign in High Gear

BETTY BEST these days is becoming almost as well known a household name as Davy Crockett. The promotional real-life symbol of a group of plantowners in the East known as the Professional Laundry Foundation is fast becoming a personality in her own right through numerous appearances on television, through department store promotion, newspaper advertising and other tie-ins, including truck posters, radio recordings, newspaper mats, bundle inserts, drycleaning bags, window decals and streamers.

Actually, Betty Best has a "split personality"; i. e., there are two of her—one operating out of New York and the other in Philadelphia. The girls represent the theme of the projected \$250,000 promotional campaign of the Foundation, a group of

laundryowners in lower Connecticut, the metropolitan New York area, Delaware, New Jersey and eastern Pennsylvania.

Financing of program

The campaign, designed to sell more laundry service, is being financed by assessing each participating laundry a \$5 fee plus 0.4 percent of its total retail receipts from laundry and drycleaning sales. A maximum of \$5,000 is levied against any single laundry. Each laundryowner has been placed on his honor in stating his 1954 retail sales volume as the basis for assessment.

With the assistance of an advertising agency, the two Betty Bests have been making daily appearances since

June on numerous daytime women's television programs—as paid commercials and as guests. Each appearance stresses the many ways a professional laundry can make life easier and happier for the housewife. The campaign provides for over 20 appearances per week (10 from New York and the remainder from Philadelphia) for a year and it is estimated that within 13 weeks all of the 6½ million television-set owners in the combined areas will have seen Betty Best at least once.

According to Harold C. Buckelew, executive secretary of the New Jersey Laundry & Cleaning Institute and president of the Professional Laundry Foundation, the aim is to create a truly national advertising and promotion program on a regional level so that the laundry will be given the



New York version of Betty Best (right) is seen with two of the leading personalities of daytime television, on whose programs she makes frequent appearances. At left is Josephine McCarthy and in center is Richard Willis, both from station WRCA-TV

Which of these 2 famous stain-chasers do you need?



The right answer is both!

And here's why...

You need **INK-Go** because it's a "friend in need" for removing yellow stains (from cotton, linen, polyester, rayon, etc.), mildew, scrubbing with a soft undelible pencil, various stains, etc. **INK-Go** also takes out dye from oxidizable fugitive colors... can be used to whiten synthetic fabrics that have yellowed. **INK-Go** works fast... can be used locally or in a bath.

INK-Go is available from your dealer in quart bottles and gallon jugs.



and

are two of the famous **GO** products of



A. L. WILSON CHEMICAL CO., KEARNY, N. J.

necessary tools with which to fight back against ever-increasing competition.

In addition to their TV work, the hard-working Betty Bests are making numerous appearances in department stores such as Gimbel's, Abraham &

Straus and Bamberger's in the New York-Jersey area, and in Lit's, Gimbel's and Om's in the Pennsylvania region.

The girls have also appeared at some service-organization luncheons and have made inspirational talks

at several laundry route salesmen's meetings.

All in all, the Betty Best campaign is shaping up as one of the best regional programs ever put on and a potential model for a national undertaking.

National Ad Campaign Stirs Little Interest

A PRELIMINARY REPORT on the American Institute of Laundering's recent mail survey to determine interest among laundryowners in a proposed national advertising program reveals inconclusive results. Out of a total of 5,800 questionnaires sent to both AIL member and nonmember plants throughout the country, replies were received from only 363. Only 229 respondents favored purchasing bundle inserts to finance advertising in national magazines—the crux of the plan as originally proposed at the last AIL convention.

Of those who replied to the survey, 36 definitely went on record as opposing any national advertising. While it has been estimated by AIL that the total amount needed to produce inserts and cost of space, artwork and production of two half-page, two-color

ads in national magazines would be \$50,000, the survey returns indicate pledged amounts for inserts of only \$6,800.

The campaign was conceived originally by the "Committee of 100," formed at last October's AIL convention in Atlanta of a representative group of laundryowners who could serve as the industry's "eyes and ears" in implementing its public relations program.

The proposed plan contemplated the monthly scheduling of two half-page ads in two colors in such national magazines as *Life* and *Good Housekeeping*. Reprints of the ads would then be purchased by laundries to finance the cost of the national advertising. The reprints would carry additional messages promoting the sale of laundry services plus the im-

printed name of the individual laundry. The cost of the reprints was estimated to run around \$10 per 1,000; it would require 1,000 laundries purchasing an average of 4,000 reprints per month (or 500 laundries an average of 8,000 reprints per month) to pay for the reprints and the consumer magazine advertisements for a year.

In addition to the facts obtained through the mail survey, AIL is studying and observing the progress of the Betty Best television campaign of the Professional Laundry Foundation in the East. The Institute has furnished some of the background material for the advertising agency handling the program and has offered to furnish the booklet "Your Guide to Washables" as consumer giveaways in the program.

The two professional models who portray Betty Best have been invited to the Institute in the near future to learn more about the industry and become familiar with the practical research and technical guidance supporting member laundries.

A complete report on this program will be given at AIL's national convention in Philadelphia in November by Lester W. Wright, sales manager for the Morey LaRue Laundry of Elizabeth, N. J.

Illinois TV plans

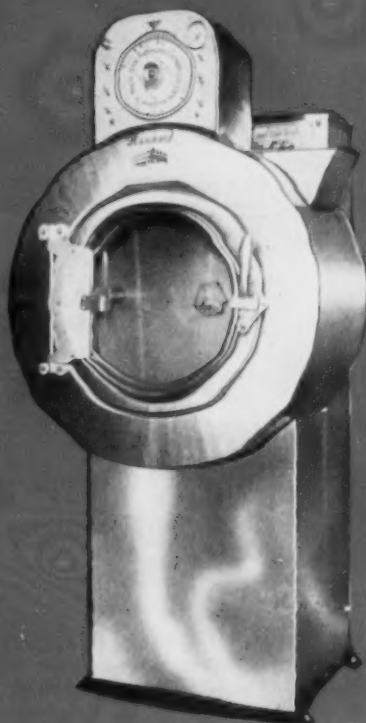
Currently, AIL is working closely with a group of laundrymen in central and northern Illinois who are planning a television program for that area. The group will raise and collect the necessary funds. The proposed program will consist of spot announcements and will be devised by AIL's staff and advertising agency.

The program of the Illinois group will serve as a test for the Institute. As a result, AIL is hoping to devise a package TV program that can be used by other groups throughout the country. □□

PRELIMINARY REPORT			
Description	AIL Members	Non-members	Total Laundries
Total surveys mailed	2,870	2,830	5,800
Total surveys returned	331	32	363
Percent of returns	11.5%	1.4%	6.3%
Number of returns favoring purchase of bundle inserts to finance advertising in national magazines	209	20	229
Percent of returns favoring bundle insert plan	63.1%	62.5%	63%
Percent of total survey favoring bundle insert plan	7.3%	.7%	3.9%
Amount pledged for inserts	XXX	XXX	\$6,880
Total amount needed to produce inserts and cost of space, artwork and production of two 1/2-page, two-color ads in national magazines	XXX	XXX	\$50,000
Number of returns favoring radio and TV over national magazines	92	6	98
Number of returns NOT favoring any national advertising	30	6	36

AIL survey report highlights two facts: (1) Of 363 respondents out of total of 5,800 receiving questionnaire, 229 favor purchase of bundle inserts to finance national ad campaign; (2) Survey returns indicate pledged amounts for inserts of \$6,800, whereas at least \$50,000 is needed

EASY ON THE EYES!



All Stainless
Steel Construction
(Includes Frame)

THE **HAMMOND** MIDGET-MATIC WASHER

NEW AUTOMATIC CONTROL STATION

Hammond's new control design for the Midget-Matic puts the controls out front . . . easy to see, convenient to operate. Same famous Hammond precision controls that speeds up your output, decreases labor and man hours. Be sure to see your nearest Hammond distributor right away.

NEW WATER LEVEL CONTROL

NOW . . . you can have any desired water level immediately with new Midget-Matic design! Diaphragm pressure type control is easily accessible and can be adjusted in a matter of seconds. Just one of the many exclusive Hammond features that make money for you!

Hammond
LAUNDRY-CLEANING MACHINERY CO.

HAMMOND BUILDING • WACO, TEXAS

Please send all available information about the new
Hammond MIDGET-MATIC WASHER.

NAME

FIRM

ADDRESS

CITY ZONE STATE

HAMMOND LAUNDRY CLEANING-MACHINERY CO.
HAMMOND BLDG. WACO, TEXAS



Cash-and-carry plant with weekly sales volume of \$1,000 was readily adapted to handle \$3,000 to \$4,000 worth of route business when fire razed the parent plant

Package Plant Saves the Day

Burned-out parent plant keeps producing by moving into an auxiliary outlet

PACKAGE PLANTS are normally designed for a limited market and are meant to augment the business of the parent plant. But an efficient package operation can rescue a much larger operation in time of disaster. C. E. Braun, owner of American Laundry & Dry Cleaners of Valparaiso and Hobart, Indiana, found this out the hard way.

Mr. Braun, a veteran of 27 years in the business in Detroit, Milwaukee, Iowa and Illinois, had a good-sized plant in Valparaiso, in the northeast

part of the state. Last fall he opened up an ultramodern drive-in plant in Hobart, some 12 miles distant. Shortly afterward a fire hit his Valparaiso plant and burned it to the ground.

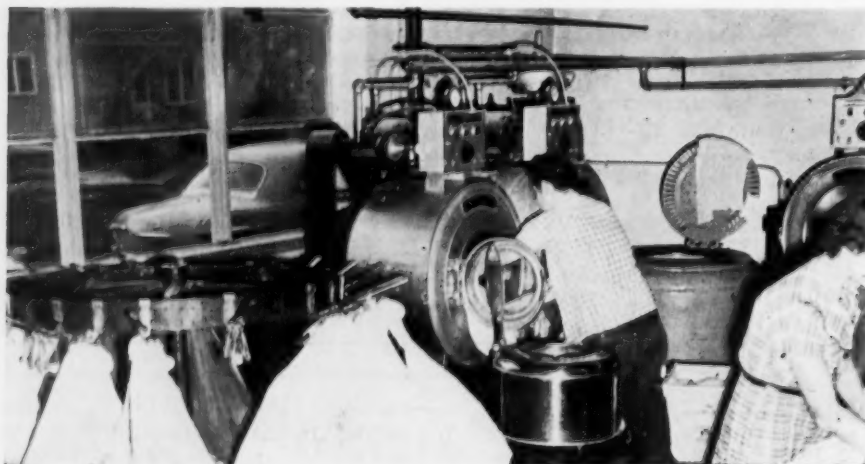
Small plant triples load

The entire work load was shifted to the smaller drive-in plant. It continued to turn out the full volume of the Hobart market in addition to the Valparaiso volume, an output increase of 300 percent, with little confusion

and with no interruption in the service schedule.

The Hobart plant, managed by Mr. Braun's son Gene, was set up to do a volume of \$3,000 per week. Starting from scratch, it had built up to a volume of \$1,000 per week in five months. The fire and sudden shifting of the full load to Hobart increased the volume to between \$4,000 and \$5,000 per week over-night, more than 30 percent over the planned volume.

"I doubt if we could have done that



Regular work load was processed in one 50- and three 25-pound open-end washers, while commercial open-top washer filled requests for 30-minute service

YOU'RE HEARING A LOT
OF TALK ABOUT BUILT SOAPS
... BUT THERE'S **STILL** ONLY
ONE OZONITE!



OZONITE

the complete, scientifically built soap!

You just can't beat Ozonite for getting work *clean*—day after day, week after week.

Ozonite gets clothes clean because it is a uniform, scientific blend of the highest quality soap with selected builders and water conditioning agents. Ozonite gives you the best possible soil removal, high whiteness maintenance and exceptional safety to fabrics.

Ozonite is made to use right from the bag, dry to the wheel, or in solution.

It's a fact—you just can't beat Ozonite for economy . . . for uniformity . . . for convenience . . .

for the assurance of customer-pleasing work. Prove it with a 30-day test.

PROCTER & GAMBLE • BULK SOAP SALES DEPARTMENT • GWYNNE BLDG., CINCINNATI 2, OHIO

August 15, 1955

33



Two shifts worked 18 hours daily to keep the 40-by-100-foot plant from bogging down under avalanche of laundry bundles coming in front and back doors

the other way around," says Mr. Braun. "The Valparaiso plant was a good, efficient plant, but it couldn't compare with the efficiency and flexibility of the Hobart operation.

"Hobart was strictly a cash-and-carry front-door operation. Changing over to a double operation was a comparatively simple matter. We just started working Valparaiso route work in through the back door, and added a second shift to process it."

Two shifts handle it

Gene's employee roster at the drive-in totaled 16. There had been about 20 at Valparaiso. He pulled in only nine employees from Valparaiso for the night shift to get the job done. "Normally," he pointed out, "it would be necessary to bring the entire crew from another plant to get equivalent production. We didn't have to do that because our Hobart plant was over-staffed to begin with.

"Rather than try to segregate the two loads entirely, we decided to regard it as boom time at Hobart. And the Valparaiso load was considered as that many more Hobart customers. So we ran them all in together with highly satisfactory results. Mixups were avoided by careful scheduling, relocating the mark-in station and by using key-tag identification."

The big shift came in from 7:00 a.m. to 4:30 p.m. The second shift came in at 4:30 and stayed until midnight. The manager of the Valparaiso

plant came in at about 6:00 a.m. and stayed until noon, whereupon Gene took over from noon to midnight.

The Valparaiso drivers with the two biggest routes came to the back door and dropped their loads at 6:00 a.m., picking up the finished work to be delivered. The third driver came in at 9:00 a.m., and the original two drivers came back with two more loads at 2:30 p.m. This second trip included most of their motel pickups. Twice a day, in the early morning and in the afternoon, the back entryway would be stacked to the ceiling with bundles, clean ones going out and dirty ones coming in.

Two girls operated at a table only a few paces away from this back entryway, sorting and marking. They came in at 7:00 a.m.

An hour before that, two employees would be sorting the bundles according to types of service, as indicated on the tickets by the drivers, to speed the mark-in operation.

Meanwhile, the regular front-door trade was carried on as usual. Bundles came back to the same two girls for sorting, marking and bagging, but it was far less effort to carry those to the back of the plant, since the volume was smaller, than it would have been to run the big Valparaiso load through the front.

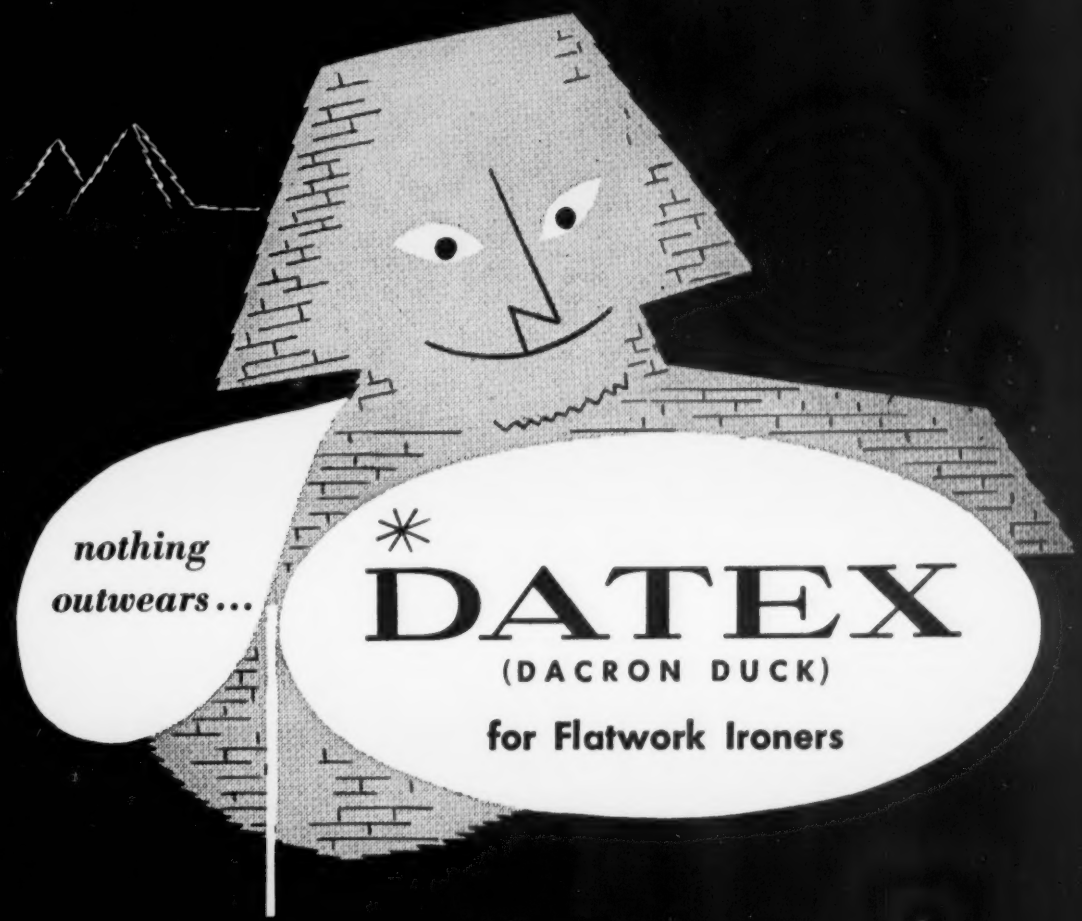
One of the girls worked on bachelor bundles and shirts. The other worked on the other seven services offered. When the second girl found shirts in bigger bundles, to be fin-

ished, she keyed them and tossed them over to the shirt girl. Shirts then went out by lots, with separate tickets made up by the shirt girl. From a duplicate of her ticket, plus her lot record sheet and the tickets made up by the driver, Mr. Braun would make up the master ticket in the office which went out with the bundle. Shirts, of course, went to the front racks in separate bundles and had to be matched there when pickup was made.

Throughout the doubling-up period, both laundries continued to offer their regular eight services. These included: (1) wetwash; (2) Bonanza, a package deal of 20 pounds for \$2.41 and all shirts in the bundle finished at 8 cents each, and flatwork ironed; (3) all-dry, not folded; (4) rough-dry, flatwork finished; (5) all finished; (6) all flatwork; (7) two different types of service, damp-dry for regular customers, or all flatwork for motels at 8 cents per pound, 30 pounds minimum; (8) bachelor bundle, all finished, priced by the piece.

"It proves what can be done with a plant that has modern equipment and efficient layout," says C. E. Braun. "Two days after our fire, that plant was putting out much more than its design volume. You can only get flexibility like that with a really modern plant."

Learning from this, Mr. Braun hoped to put the same flexibility into his new, rebuilt Valparaiso plant, scheduled to be completed around the first of August. □□



*nothing
outwears...*

*
DATEX
(DACRON DUCK)
for Flatwork Ironers

developed and manufactured by gibraltar

- Guaranteed for 18 weeks on chest-type ironers; may last twice as long!
- Has a smooth surface for high quality finishing.
- Greatly increases padding life.
- Put on same way as cotton covers.
- Used over either cotton or Nylon padding.
- Should be reversed after ten weeks for best results.

Can be used with Gibraltar's "Interchangeable Assembly", which is guaranteed for TWO YEARS.



GIBRALTAR FABRICS, INC.
2236 PITKIN AVE., BROOKLYN, N. Y.

Datex is Gibraltarized! (Pre-shrunk) Will shrink less than any other Dacron Flatwork Ironer Cover.

**"DATEX"
COVERS**

AVAILABLE IN:

90" x 120"	72" x 120"
90" x 110"	72" x 110"
90" x 100"	72" x 100"

Send for information,
samples and prices.

Sold through
leading distributors
everywhere.



Owner Harold M. Kalbfleisch (left) and washroom foreman Thomas H. Walker compare shirts laundered by old 37-minute formula and streamlined 26½-minute formula

Stretching Washroom Capacity

Short formula helps this Michigan plant gear its wash output to finisher's speed

PLACED IN THE UNENVIABLE position of having to choose between (1) rationing shirts to customers, which obviously would be bad for business; (2) expanding and remodeling a well-planned, compact shirt laundry layout, which would be expensive and could disrupt operation, or (3) experimenting with a formula which would trim the laundering time for shirts, thus making present facilities and personnel adequate, Birmingham Cleaners of Birmingham, Michigan, chose the last. What's more, the southern Michigan plant has made it stick.

The bottleneck proved to be two 20-pound washers which were expected to keep up with two 2-girl units, with a total finishing capacity of 140 shirts per hour. "Under our old laundering formula — 37 minutes — this was impossible," points out plant-owner Harold M. Kalbfleisch.

Actually, so long as demand for shirt finishing didn't exceed the capacity of the two washers, Birmingham could get by. Shirts on the one regular and one semi-automatic 2-girl

finishing unit could be cut, and washing could be done in the mornings, before the shirt girls started. But when volume picked up to the point where the total production of both finishing units was needed on a full-time basis, the laundering department took on a real bottleneck aspect.

Quality not impaired

"We have proved that there is no loss of quality in the shortened formula, which we have accomplished by using more neutral additives and doubling up on rinses," explains Mr. Kalbfleisch. "For several weeks we ran our two washers side by side, one on the old formula and the other on the new, which had been developed after several experiments by us and supply manufacturers. Comparison and tests have shown that shirts laundered on the shorter formula are every bit as clean and as acceptable to customers as those done the slower way."

Specifically, Birmingham has cut 10½ minutes off its shirt laundering formula. This is almost enough to

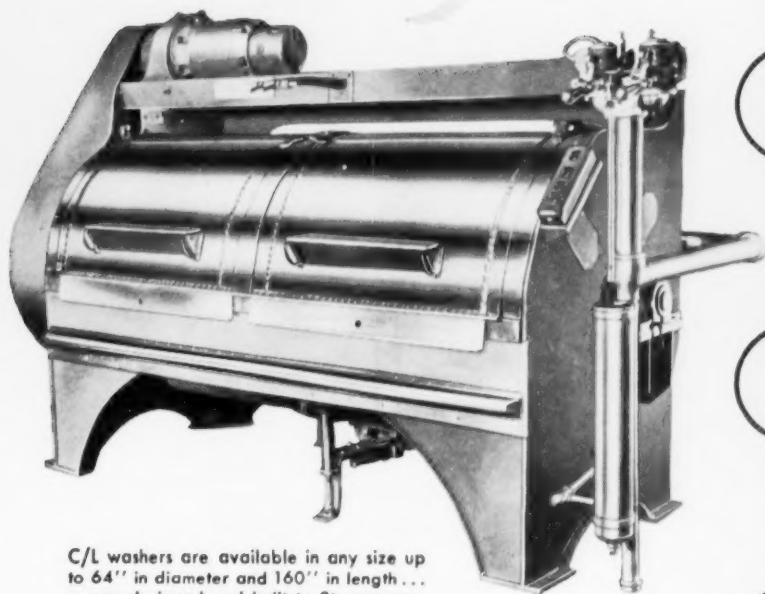
make up for the total increase in production which would be provided by another 20-pound washer using the same shortened formula.

Here, according to washroom foreman Thomas H. Walker, is Birmingham's present shirt laundering formula:

1. Suds, 7 minutes. Water hot, high level. Add alkali and neutral soap.
2. Suds, 4 minutes. Water hot, low level. Add neutral soap.
3. Rinse, 4 minutes. Water hot, high level. Add neutralizing agent.
4. Rinse-bleach, 4 minutes. Water hot, high level. Add ½ ounce concentrated powdered bleach.
5. Split rinse, 3 minutes. High water level. One minute hot, no additive. Two minutes sour and hot. (The hot and sour rinse best overcomes a high iron concentration found in local water.)
6. Blue and starch, 4½ minutes. Start at high water level, cold, run ½ minute on bluing. Dump about half of water, add starch, run 4 minutes at half water level. Add 1 gallon starch. (Birmingham uses tapioca

...not claims but FACTS

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washers are the finest,
simplest washers ever made*



C/L washers are available in any size up to 64" in diameter and 160" in length... or are designed and built to fit your particular space and requirements. They are made in open pocket type, either with or without glide-out unloading shelves; also with Pullman glide-out or "Y" glide-out compartments for easy unloading, all with low front shell openings. C/L WASHERS ARE EQUIPPED WITH SEMI- OR FULLY AUTOMATIC WASHING CONTROLS.

A washer so superbly engineered that no maintenance or service is required other than periodic lubrication! Check those exclusive C/L points of superiority at the right. They alone would make C/L your best washer buy... but there are even more advantages that we can't list here. Write, wire or phone for the complete C/L story today! It's an eye-opener... a money-saver!

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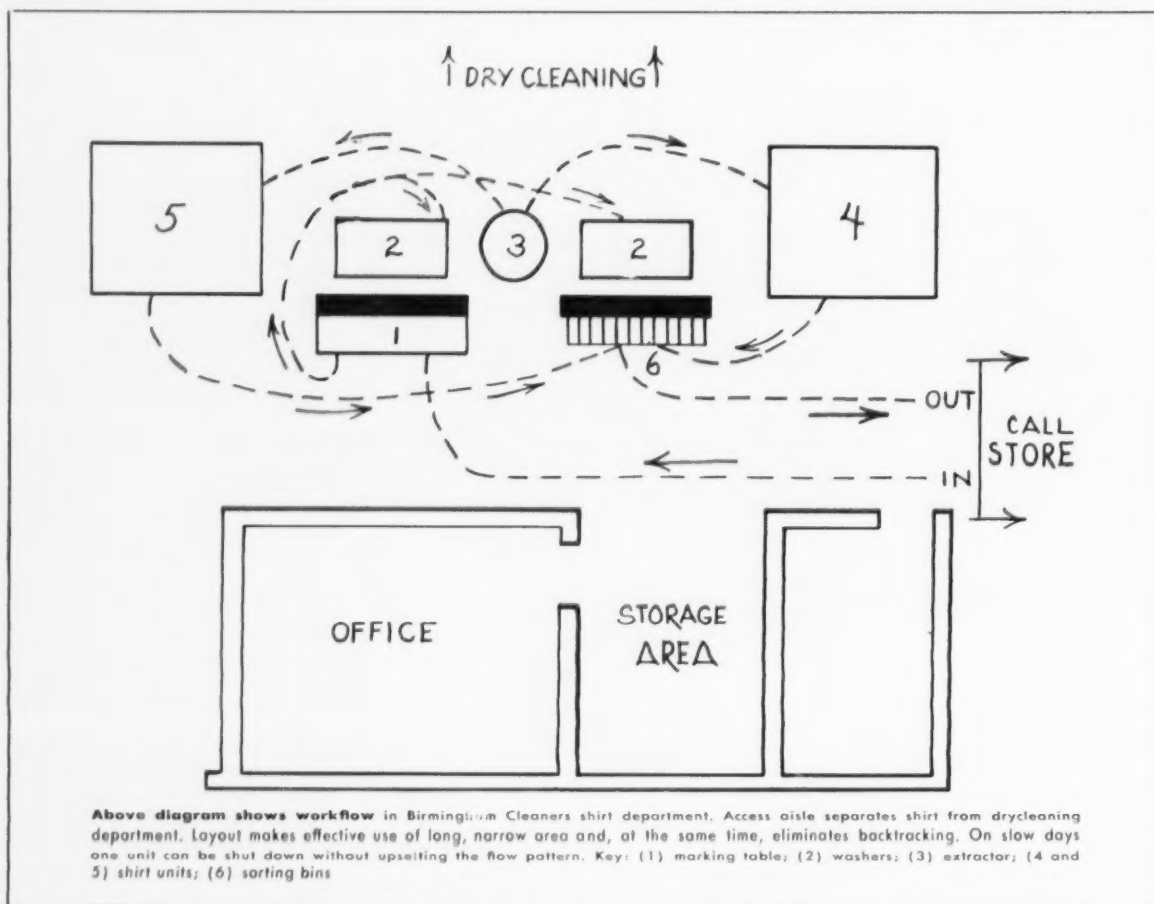
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2 foolproof EVERTITE Cylinder Door Lock. Single handle control for hinged or sliding doors. Positively won't loosen under heaviest pounding! Split-second snap action gives far greater sealing pressure than any spring operated assembly!

3 vibration-free C/L RIGID FRAME. Cummings-Landau's heavyweight frame with its unique cradle suspension gives you practically noiseless operation!

4 Splash-proof COMPRO-SEAL Shell Door Assembly. Here's the shell door assembly, for standard or low-front machines, that's really splash-proof! Features our exclusive Compro-Seal!

5 arc-welded STAINLESS STEEL or MONEL cylinders. C/L cylinders are arc-welded of the finest Monel Metal or Stainless Steel. Sturdy, simple, indestructible!



starch, 11 pounds to 25 gallons of water.)

All formula operations are completely automatic. All additives, with the exception of starch, are in powder form and are placed in automatically tripped dump pockets at the side of the washers.

Since capacity of the 20-pound washers is 40 shirts per run, the total average production increase, according to Mr. Kalbfleisch, has been "approximately 600 shirts a week more—enough to supply the finished demand until a volume gain requires another washer and remodeling of our laundry section to accommodate it."

The adoption of the streamlined shirt formula by Birmingham Cleaners is typical of the careful weighing of ways and means to greater economy and efficiency apparent in the short but progressive history of the firm.

Layout streamlined, too

For example, the layout of the shirt department streamlines the workflow by adroit placing of the marking section, finishing units and sorting-wrap-

ping section in relation to the washers and extractor.

Birmingham's layout includes a special shirt-handling traffic aisle which keeps incoming and outgoing work for this department clear of drycleaning operations. The workflow never re-traces itself (see diagram).

Incoming work comes down the aisle to the marking table (1), goes just a few steps to one of the 20-pound automatic washers (2), then to the extractor (3), then out either way to one of the finishing units (4 and 5). Finished shirts are stacked in rolling wire racks and are pushed from the finishing units just a foot into the access aisle, where they are picked up and rolled to the sorting section (6). From here they go back up the aisle to the storage area located just behind the drive-in call store, where they are matched with cleaning orders, if any, and placed in Birmingham's section filing system (by numbers, instead of by customer's initial) to await pickup.

The advantage of this arrangement is that it makes use of a long, narrow section of space efficiently, hence does

not project into nor interfere with the plant's drycleaning operations.

The assembly-packaging table is purposely located nearer the semi-automatic unit (4) and is closer to the garment filing section than the marking table. Should there be a drop in volume on any day, the standard 2-girl unit (5) can be shut down without breaking the "loop" flow of traffic and, in fact, shortening it. Location of the washers and extractor midway between the two finishing units makes it simple to allocate more or fewer shirts to each unit by looking at backed-up, unfinished shirts nearby.

Originally intended as a service adjunct to help enable the firm to live up to its advertising billing, "One-Stop Shopping Center for Your Cleaning Needs," shirt finishing now is a substantial volume load, reports Mr. Kalbfleisch. Careful planning to keep overhead to a minimum, exemplified originally in skillful layout and efficient utilization of available space, and more recently in the pioneering of a new time- and labor-saving formula, has helped make it a profitable department as well. □□

just the ticket --

Clinton®
starches for . . .

← Shirts, Work	← Undershirts
← Shirts, Collar Att.	← Pillow Slips
← Shirts, Flan'l, Wool	← Table Cloths
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← Shirts, Sport	← Uniform, S. S.
← Shirts, Polo	← Socks
← Collars	← Aprons
← Shorts	← Pajamas
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POUNDS	TOTAL

You'll find Clinton 5-L Laundry starch is just the ticket for quick boiling . . . fast, penetrating action . . . easier ironing . . . and flexible finishing. And your customers will be happy with the softly-crisp appearance and feel of their laundry.

Clinton laundry starches are always smooth . . . always dependable . . . because they're always scientifically formulated and laboratory tested for uniform quality. Better add Clinton to your next purchase of laundry supplies.

. . . and remember : technical service in connection
: with your specific problems is
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Quality products

FROM THE WORLD'S CORN CENTER



CLINTON FOODS INC.

Corn Processing Division

CLINTON, IOWA





Competent sorter is key to the efficiency of a package plant. Next is washman who keeps track of finishers' progress

Morgan's Methods Bring Savings

Invoice system and limited services help hold production cost down

ONLY SHIRTS, flatwork and wash pants are finished at Morgan Cleaners and Laundry, North Decatur, Georgia, operated by Cliff Morgan, Jr. All other articles are rough-dried. The identification system uses rubber tubes to carry invoices right through the washroom in the netted work.

These and other features keep the number of productive employees at a low minimum, while practically eliminating losses or mixups. The plant employs a staff of nine plus the supervisor on the laundry side. Most of them move around during the day, to keep the work flowing smoothly.

While volume is slowly but surely climbing in this shopping-center plant, an average week sees 2,200 pounds of combined flatwork and rough-dry, plus 150 pounds of all rough-dry work, plus 250 pair of work pants. The shirt finishing unit produces from 3,400 to 3,600 shirts a week.

Morgan uses a single style of invoice, a serially numbered snap-out. For shirts-only bundles the invoice packet holds three sheets: a claim check, office copy, and shirt or processing copy. For full bundles a larger packet includes two more sheets: one for flatwork, and one for "wearing apparel" which designates the rough-dry work. Wash pants, which are the only wearing apparel to be finished, have their own line on the invoice.

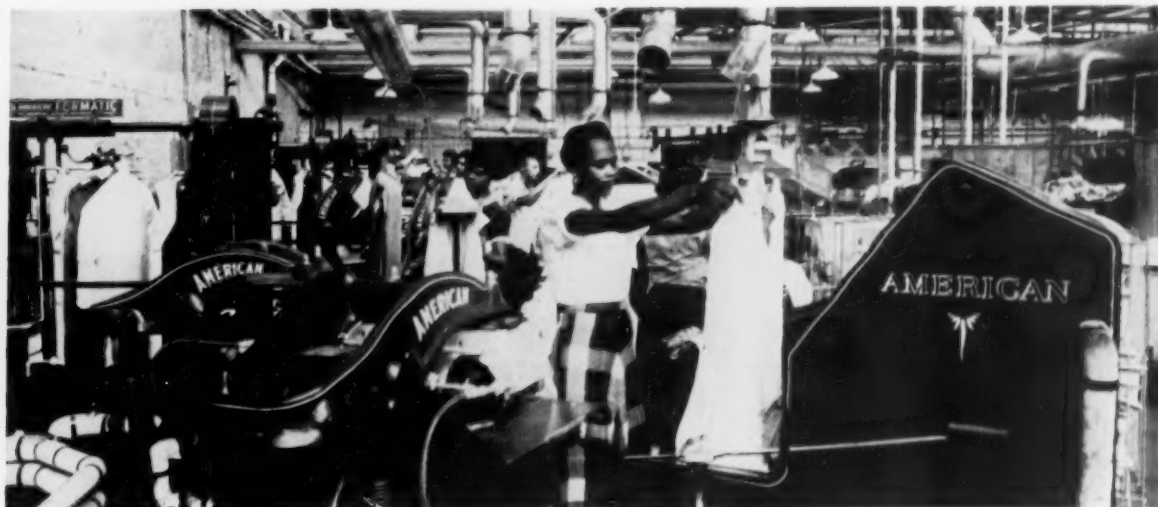
Segregation of shirts

As the invoice packet comes from the store girl to the sorter with the bundle, the sorter first weighs the bundle, notes the poundage at the bottom of the first column, and extends the pound price to the last column. She then counts shirts, noting them at the top of the first column, and extends the price.

All shirts from a bundle are then put in one red nylon net. The shirt invoice is removed from the packet and the number of the closing pin to be used is jotted on the upper edge. The invoice is then inserted in a rubber tube with brass screw cap, and is placed in the net.

Wash pants are sorted next, and are handled apart from other wearing apparel because they receive a light starch. They are marked with dry-cleaning wet-strength premarked tags, stapled to the lower edge of the right-hand side pocket, to the watch pocket or to the waistband on the right side. This is so the tag is uppermost when the pants have been folded. Stubs and unused tags from the strips are stapled to the wearing apparel invoice. In addition, the numbers from the tags are marked on the invoices in the "pants" line, to give a permanent record on the office copy. Blue tags are

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58



Dow sodium orthosilicate cleaning compound,
a highly alkaline soap builder, can help you
GET WORK CLOTHES CLEANER



As a soap builder for linen supply and overall laundry, Dow sodium orthosilicate cleaning compound is unsurpassed. When Dow sodium orthosilicate goes to work in the wheel on extra-dirty clothes, it suspends insoluble soil and keeps it from being redeposited on the clean pieces.

Its high alkalinity neutralizes soil acidity and saponifies fats and oils so effectively that it is often used alone on the break to remove the heaviest soil before the soap solution is added.

The high efficiency of Dow sodium orthosilicate makes it your most economical soap builder—reduces your soap requirements without sacrificing quality. And Dow sodium orthosilicate is easily rinsed from the clothes to leave them fresh and clean.

Use the cleaning compound that brings more satisfied customers and saves you money, too. Call the nearest Dow sales office for the name of your Dow sodium orthosilicate distributor, or write to THE DOW CHEMICAL COMPANY, Midland, Michigan, Dept. AL3641-1.

you can depend on DOW CHEMICALS





Flatwork crew also folds and wraps. Nearest girl works on rough-dry, other on flatwork and wash pants. Pillowcases are finished on press at left of photograph.

emptying those from the first completed bar into the tumbler and clipping the invoice to the machine. Then she combines the tumbled work from each bar in a single yellow net to wait a turn at the tumbler. This keeps the invoices and complete part of the bundle together while the assembly rack is being cleared for the next lot.

Other colors used on nets are dark blue for fugitive work and green for specials. This visual classification also helps the washman judge the pace of his work against that of the finisher.

Shirts marked with colored pencils

The shirt bars have 10 keytags. The shirt marker removes one net at a time from the bar and empties it into her tray. She then marks the number of the shirt bundle in the neckband of each shirt in bold figures with a colored pencil (which washes out at the next laundering). All shirts in the first bundle are marked "1," in the next "2," and so on. For the tenth and last bundle on the bar "0" is used.

From the next bar the first bundle is again marked "1," but in a different color. Five colored pencils are used: red, blue, orange, green and brown. They are always used in the same order, going back to red from the brown. The bundle number is marked on each invoice with the same pencil that is used on the shirts. Also, as each shirt

is marked, a numbered square on the invoice is checked with the pencil giving an automatic count when the bundle is completely marked. If there are more than 10 shirts, check marks go for the extra shirts in the blank beyond the zero square.

Sorting of shirts

The shirt sorting bin is double depth, open on both sides. Shirts are sorted by number, with the upper compartments marked from "1" to "0." When a different colored number starts coming to the shirt folder she calls out "pull it through." The wrapper draws the accumulated shirts over to her side of the bin and starts wrapping.

On her side the wrapper has already clipped the invoices over each compartment. Where the count appears correct she may start pulling through some bundles even before the lot is complete. In any case, the number of shirts is checked against the invoice before the bundle is wrapped. The invoice is stapled to the end of the shirt box *before* it is taped.

If a bundle of shirts proves incomplete, the wrapper sets box and all in a lower compartment in the shirt bin. Go-backs from any department, including shirts, are tagged with white wet-strength tags. They go through the washroom again in nets with un-

numbered pins. The assembler, on finding an unnumbered pin, returns the go-backs to the proper department before proceeding with her assembly. The tag stubs and unused tags having been stapled to the invoice, the wrapper knows when the bundle is complete again and can be checked out.

Both flatwork and rough-dry are wrapped by the flatwork operators who work between a big flatwork press and a wrapping table. The girl nearest the tumblers folds and wraps the tumbled work as she has time. Small flatwork is done by the second girl on a pillowcase press at the other end of the flatwork press. Then the two work together on the big pieces.

Flexible duties

The second girl wraps the flatwork as well as the wash pants. The pants are finished on a trouser unit that backs up the pillowcase press. They are pressed by either the sorter or the shirt marker whenever one of them is caught up, or the tumbler-assembler can do it, with the washman and the shirt marker handling the assembly and the tumbler.

There's one thing about streamlining a plant like this. It's a lot easier to train everybody to do everything that *has* to be done. It's that kind of flexibility that keeps the productive costs down where they belong! □□

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Laundries use

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FINEST WASHING . . . scientific hole size . . . clothes stay in, dirt flows out

GREATEST WASH LOAD . . . oversized net . . . compensates for shrinkage

LONGEST NET LIFE . . . heat treated . . . makes nylon tougher . . . lock-knitted . . . no run, no ravel

QUICKEST CLASSIFICATION . . . 10 colors

SPECIAL FEATURES FOR SPECIAL NEEDS! CREATORS of progressive ideas

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conveyer systems, super-size nets . . . and more to come.

See for yourself why so many
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46 Cordier Street
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*Trademarks, Fablok Mills, Inc.

Button Campaign Topper

Pembroke Laundry comes up with real inducement for customers to send shirts

By HENRY MOZDZER

FREE BABY SITTERS are still scarcer than uranium mines in Connecticut. So when someone starts giving them away, it can't help but create interest.

Bill Minty (see obituary section) came up with the idea and put it into effect at his Pembroke Laundry plant in Bridgeport, Connecticut, early last spring. For every shirt that went back to the customer with a button missing, Pembroke offered to make restitution by laundering eight shirts without charge. And, as an extra bonus, the offer included the services of a baby sitter for one night absolutely free.

[The only other campaign we've heard about that approaches this was one sponsored in the Midwest. In that case the patron was offered free laundering of nine shirts and free dry-cleaning of a suit for every button missing or French cuff that was folded improperly.—EDITOR]

Pembroke used one-minute spot announcements preceding the morning news broadcast to inform the radio audience daily and 2-column-by-5-inch ads, such as the one shown here, appeared on the women's page of a local newspaper at frequent intervals.

Response enthusiastic

The reaction was impressive. People even phoned in to see if they couldn't borrow a sitter for the evening. In one case, it looked as if the campaign might even have been the means of salvaging a broken marriage. The husband found a shirt button missing and offered the sitter to his wife in order that he might spend an evening with her. They had apparently come to the parting of the ways on the question of hiring sitters. However, the wife would have no part of it, saying it would take more than that to mend the rift.

It is interesting to note that Pembroke hasn't sent out one baby-sitter for active duty yet. Claims have been relatively few (they amount to three

or four weekly) and those eligible have for one reason or another been obliged to cancel their personal plans at the last moment. The company still makes good on its free shirt laundering offer.

The sitters, under the Pembroke plan, were to be recruited from the plant's office staff with management paying them \$1.50 an hour plus travel expenses. The shirt operators, incidentally, were not penalized in any

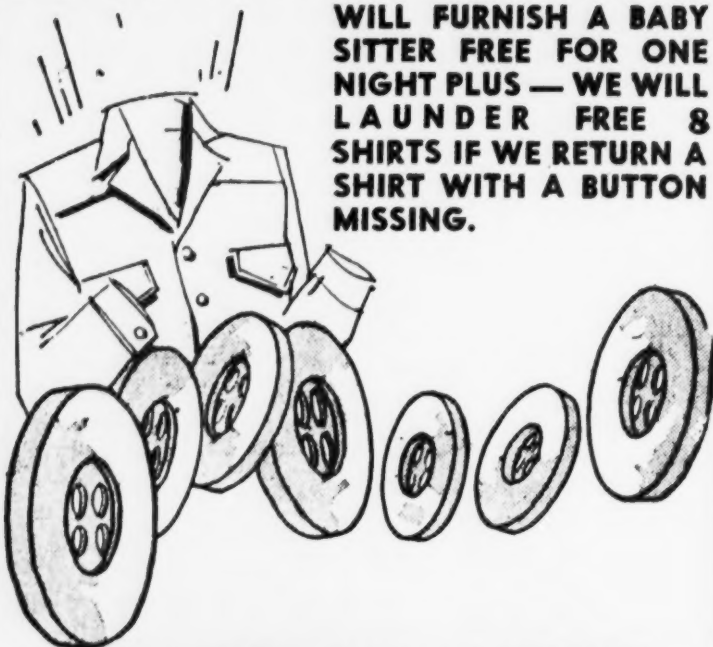
way for the oversights that did or would occur.

Pembroke began its button campaign in 1953 with a "two for free" offer. Within the first five months, the number of shirts returned was so slight that the ante was raised to five and has continued upward ever since.

The campaign is credited with increasing Pembroke's weekly shirt volume to its present 8,000 to 9,000 mark. □□

BABY SITTER FREE

WILL FURNISH A BABY SITTER FREE FOR ONE NIGHT PLUS — WE WILL LAUNDER FREE 8 SHIRTS IF WE RETURN A SHIRT WITH A BUTTON MISSING.



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Heat Resistance makes Celanese* ARNEL* TRIACETATE ideal for laundry room fabrics

In pads for flatwork ironers, laundry presses and dry cleaning presses—in fact wherever continued heat causes rapid fabric deterioration—there's an opportunity to do a better job with warps of ARNEL, Celanese' new triacetate fiber.

Pads made with spun ARNEL warps do not tend to pimple or lump. In most cases the warp outlasts the rest of the fabric.

ARNEL's unusual retention of strength after exposure to high temperature conditions promises much longer life, lower cost in these frequently replaced items.

For further information about the application of ARNEL to fabrics for the laundry industry, write Celanese, Industrial Sales Department, Textile Division, Charlotte, N. C.

Celanese* Fibers for Industry
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20-Point Insurance Check List

*Broad, balanced coverage offers best means
of protection against these business risks*

By A. L. HOLLENBECK

Secretary, Agricultural and Empire State Insurance Companies

COURT DOCKETS are filled each year with insurance claims. Small businessmen spend millions each year on insurance—most of it wisely—but not one in a dozen has a real understanding of the big perils facing his business or the policies best suited to his needs. While the success of their business may hinge on ability to offer a broad yet balanced selection of goods and services, most businessmen fail to follow through with this principle when considering their insurance.

Boiled down, the perils to a business fall into three broad groups: those which may result in a large loss, and should be covered by insurance, regardless of odds; those to which the business is constantly exposed, and which may or may not result in serious loss, and those small loss items which occur frequently. A sound insurance program should provide complete protection for the first group, careful selection from the second group to insure adequate coverage, and any additional protection from the third group which may be needed.

This roundup of 20 leading perils may vary somewhat from firm to firm. Weigh each peril carefully, keeping in mind that hazards to your business operations are equally as important as those to your property or equipment.

Hazard to property and equipment

Fires account for the bulk of business property destruction. Carelessness and inadequate safeguards are directly responsible for most fires.

Basic fire policy: This policy, which also insures against loss by lightning, is the cornerstone of any business insurance program. Remember that the amount of insurance carried should cover any loss which the business could not otherwise stand. Determine the present replacement value of your property and equipment, then check your policies to see exactly what you

can collect in event of loss. While most fire policies are pretty well standardized, there are differences from state to state, and you should know exactly how you are protected.

Smoke can cause more destruction than flames. The basic fire policy covers damage by smoke during a fire. Where smoke damage may occur without fire loss, as from a "blowout" of a faulty oil burner, separate coverage is required.

Windstorms and hail are another everpresent threat. Last year's violent hurricanes dealt crippling blows to thousands of businesses. Hurricane Hazel cost America's insurance companies more than \$75,000,000. While tornadoes and other storms mark a constant threat to the small businessman's property, this hazard is frequently not covered by insurance. Since it is impossible to tell when or where a storm may strike, it is the wise businessman who insures against nature's unpredictable whims.

Explosions, equally violent and unpredictable, can cause a devastating loss. Safety experts point out that explosions often occur where least expected. A leaking gas main, half-empty cans of paint—even sawdust—can cause an explosion. Where boilers or other fired vessels are used, insurance against this hazard is paramount.

Riot from civil commotion or strikes can wreck a business in a matter of minutes. If this peril is increased by the nature or location of your business, adequate protection against damage, including attendant pillage and looting, is a "must."

While less frequent than many perils, damage directly or indirectly caused by aircraft and vehicles can result in a wholesale loss. Businesses located on main thoroughfares or within the traffic pattern of an airport are particularly subject to this form of destruction.

Extended Coverage: All of these hazards can now be insured by a single addition to the basic fire policy called an Extended Coverage endorsement. While any one also can be insured separately, the cost of protecting against the entire group is nominal, and the practice is recommended by underwriters as a sound business investment.

Of the many other perils to buildings and contents, four are particularly noteworthy and can be covered by one endorsement called Additional Extended Coverage.

Destruction by vandals has been steadily on the increase since World War II. In one Midwest city, teen-age gangs destroyed so much property that an all-out community program had to be established to prevent these raids. Similar patterns of delinquency have been noted in large and small communities across the country. Most businesses, regardless of location or type, are open prey to this hazard and should be insured.

Water damage also can be extensive, even ruinous. Broken water mains, faulty plumbing systems, defective heating or air-conditioning systems—all may cause heavy water damage to stock and equipment.

Boilers and machinery may be either the cause or the subject of a heavy loss. Insurance against such loss will not only protect boiler and machinery investment but will provide for periodic inspection of equipment to insure proper maintenance. This often eliminates the need for a costly plant shutdown at a later date because of equipment failure.

Damage or breakage of glass and electrical signs is one of the most common forms of destruction. One in every four store fronts has some glass broken each year. Strong winds, defective or rotted frames, motor vehicle or pedestrian accidents, Halloween pranksters, burglars, or even



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Laundry owners from coast to coast choose Metso Detergents because of their superior dirt-removing action. Metso's valuable component, soluble silica, helps to loosen soil quickly and prevents it from re-depositing.

Cleaner loads are obtained regardless of class of work... average soil,

heavy soil, or extra heavy soil.

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How Exposed Are You?

Check this list of 20 leading hazards to find out the weak spots in your business insurance program.

..... Fire Business interruption
..... Lightning Extra expense
..... Smoke Rental income
..... Windstorms and hail Transportation perils
..... Explosions Comprehensive general liability
..... Riot Motor vehicle liability
..... Aircraft and vehicle damage Burglary, theft and robbery
..... Destruction by vandals Dishonesty, disappearance and destruction
..... Water damage Bad debts
..... Boilers and machinery	
..... Glass and electrical signs	

dissatisfied customers or employees can cause a loss. If your investment in glass is high, a special glass insurance policy may be in order.

Hazards to business operations

While most businesses are insured against loss by fire and many of the "natural perils," operational hazards often are neglected. *Business interruption* after a loss, for example, could prove fatal. A special policy recently was made available for small businesses to cover any loss of earnings which may result during the time a business is out of operation.

Business Interruption Insurance: As your property insurance pays for the destruction of buildings, equipment and stock, the Business Interruption Insurance pays for loss of income. It will reimburse for lost profit, and covers essential expenses such as salaries, taxes, advertising and other items that would have been earned had not the business been crippled by fire or other hazard.

Even when continuing expenses are covered by insurance, however, certain businesses may suffer by not opening their doors as soon as possible after a loss.

Service establishments in particular may feel that business continuity must be maintained. More often than not, this involves *extra expense*, and is covered by another special policy.

Extra Expense Insurance will pay additional expenses while a business is operating in temporary quarters because of damage to buildings or contents by fire or any other insured

hazard. This not only covers the cost of rental of temporary quarters, but the purchase of any equipment essential to the continuity of the business.

Miscellaneous Coverage: For those businesses which include *income from rents*, another policy insures that rent payments will be made by the insurance company if the property is made untenable by fire or other damage. This protection can be added to your regular fire policy or can be obtained as a separate coverage.

Every businessman is exposed to the possibility of a claim for *negligence*. All an injured person has to do to get you into court is to allege that ordinary care has not been taken and that you were negligent to some degree. Even when you are innocent, settling these claims can be both troublesome and expensive.

Keep in mind that there is no exact definition of negligence, and that it is the jury—not the judge or the law—which ultimately decides whether negligence has or has not existed.

No phase of a business is immune from the possibility of a liability suit. To make certain that your business is properly protected, ask your insurance agent to review the various forms of liability coverage. Pick out those that apply particularly to your business, and make sure you are insured for an adequate amount. Keep in mind that a judgment is apt to be particularly large if the defendant is an established and prosperous business.

By all means, liability insurance should include a policy covering *motor vehicle liability*. All states now have financial responsibility laws

which require the owner of a vehicle to show evidence of his ability to pay for injury or damage to others caused by his negligence, or to lose the privilege of driving. Since most businesses would be seriously impaired without the use of a vehicle, adequate protection here is essential. Liability insurance against this hazard covers bodily injury, property damage, and usually provides for medical payments in event of injury.

Burglary, theft and robbery comprise another everpresent threat. The FBI recently surveyed 359 cities across the country and reported that over 1,100 places were looted daily in these communities. Almost one-third of the robberies were committed against some type of commercial establishment, and over half of the burglaries reported were to stores and offices.

Ask your agent about the various policies which will protect you from such loss. Underwriters generally recommend that small businesses include a special 3-D policy—protecting against *dishonesty, disappearance and destruction*. This combination policy consists of five broad coverages, all optional, to include loss through employee's dishonest act, loss of money and securities occurring within the premises, loss of money and securities outside the premises, loss of securities within leased safety deposit boxes, and loss through forgery of out-going instruments.

No business insurance program would be complete without some protection against *bad debts*. Credit losses can be just as large and just as serious as a loss from fire or other circumstance, and must be adequately controlled. Credit insurance guarantees that in the event of loss resulting from nonpayment of debts or extension of credit, the insurance company will make good this loss. While most businessmen may rely on their own reserves to absorb normal bad-debt losses, this policy safeguards him from excessive loss—which may permanently disable the business.

Be safe and relax

If you're protected against these 20 perils, relax. Chances are you'll be able to weather just about anything that fate may throw your way. But if you've spotted a weak spot in your insurance program, correct it immediately before it's too late. Your insurance agent—who also is a small businessman—will recommend the best policies for your business. Listening to his advice will not cost a cent . . . and could save you from a disastrous loss. □□



TIMES HAVE

CHANGED!



Times have certainly changed. It wasn't too long ago that gas stations just sold gas. Now gas stations sell washes, lubrications, polishes, repair service, accessories and even appliances in addition to gasoline. The last twenty years have seen this tremendous change take place in many markets—including the laundry field. One Stop Service . . . that's been the keynote of this marketing revolution, as evidenced by the advent of the shopping centers. Everywhere you look you see examples of how One Stop Service is increasing the business of the retailer.

Let's look at the laundry business. Here too, One Stop Service is the modern trend that is paying off in more business and more profits to the laundry owner. The progressive laundry owner has added drycleaning to his service. Those that haven't are seeing the business go past their door to the One Stop laundry drycleaner. The two main reasons more and more laundries are providing One Stop Service are increased volume of business and greater profit.

Here's why the Detrex Process is tailor made for this operation. Detrex machines are fool-proof . . . you don't have to be an engineer to run them. They require very little space and combine the finest cleaning quality with fast service. But best of all, you'll increase your laundry business while you're making extra profit on your drycleaning.

Keep in step with the times. Provide this One Stop Service to your customers. You'll be amazed at how simple it is to provide this complete package. Get all the facts from Detrex by merely sending in the coupon.

Lack of Capital? It is possible to lease a Detrex Coronet or Two-Bath Coronet and Synth-O-Saver. See coupon below.

DETREX CORP.

BOX 501

• DETROIT 32, MICH.

DETREX CORPORATION
Dept. R-3
Box 501, Detroit 32, Michigan

- ☐ Send me complete information on adding drycleaning to my laundry business.
☐ Explain the Detrex lease plan to me.

NAME _____

COMPANY _____

ADDRESS _____

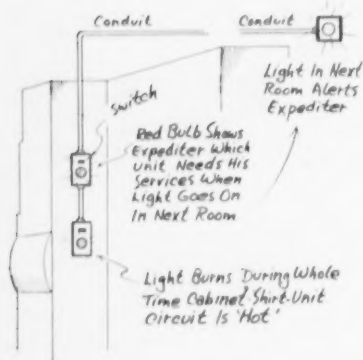
CITY _____

ZONE _____

STATE _____

Rhapsody in Belleu

AFTER TEN YEARS of traveling in and out of Chicago and calling on dozens of laundryowners, I finally got to visit the Van Beeks' well known Mattmiller Laundry. What an operation! Anything that might make any job easier is put to the test. Result of a short visit is an entire issue of gimmicks, which is unusual in my experience.



Shirt-Unit Signal

For those of you with cabinet shirt units, here's a deal which at first glance appeared to be a factory-built accessory, but actually turned out to be homemade. A pair of red bulbs and toggle switches is mounted on the side of each cabinet. Electrical conduit ties the top switches in with a light in an adjoining room.

The bottom bulb burns all the time the shirt-unit circuit is "hot" and in working order. The second red bulb is turned on by the cabinet operator whenever the unit needs more shirts. This in turn lights the bulb in the adjoining room where the shirt boy can see it. It is his signal to bring in more shirts, and the unit needing them is indicated by the fact that it will be the only one with both red bulbs burning.

Sport-Shirt Hangers

For a better means of transporting hangered sport shirts to the checkout department while keeping the lots together, the Van Beeks use the the conventional wire shirt carts. The added touch is that there is a pair of these



dime-store "swinging" coat hangers welded to each of the sides of the cart near the top edge. This keeps each lot of shirts intact and reduces mixups.

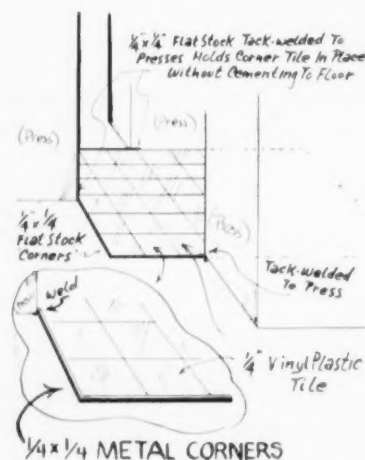
These wire holders fold neatly alongside the wire-cart sides when they are not being used, so they don't catch on things when the empty carts are being wheeled around the plant.

These swinging coat hangers are also welded to the sides of the shirt cabinet as a handy place for the operators to hang finished sport shirts.

Movable Floor Tile

Plant engineer Ken Major claims they make so many changes around the plant there's a move afoot to put casters on the base of all the equipment to facilitate moving it. If you think he's kidding, drop in and take a peek at the floor space inside the shirt units. Rather than cement the tile floor covering permanently to the concrete, Ken has simply laid the tile

on the concrete floor and used metal strips to hold the corner pieces in position.



Lengths of quarter-inch flat bar stock (the thickness of the vinyl plastic tile) have been bent to form the corners and are tack-welded to the press bases, thus holding the tile in place. Previously Ken had cemented

laugh 'n learn

HEAVEN HELP US, OPAL, WE DON'T REPLACE
WITH THAT KIND OF BUTTON.



A sense of humor is a great thing but shirt customers won't go along with a gag. Missing buttons make them mad no matter why they are gone.

Thank goodness *pleased* customers mean *repeat* customers. That's why such things as beautiful finishing, smooth collars, spotless work are so important.

Quality work is still the best business builder. And that calls for Satinette starch.

THE KEEVER STARCH CO., Columbus 15, Ohio

Corn, wheat and other grain products for industry since 1898



Reprints of this ad are available from your Keever Jobber.

the corner tile, but it was a lot of work to even get these up when the presses were rearranged so he settled on the flat bar stock and his problem has been solved. Tile, metal corners and all cost about \$35 . . . for the foot comfort of the girls who are working on equipment which costs thousands of dollars. A small price for more production.

Bundle Conveyor

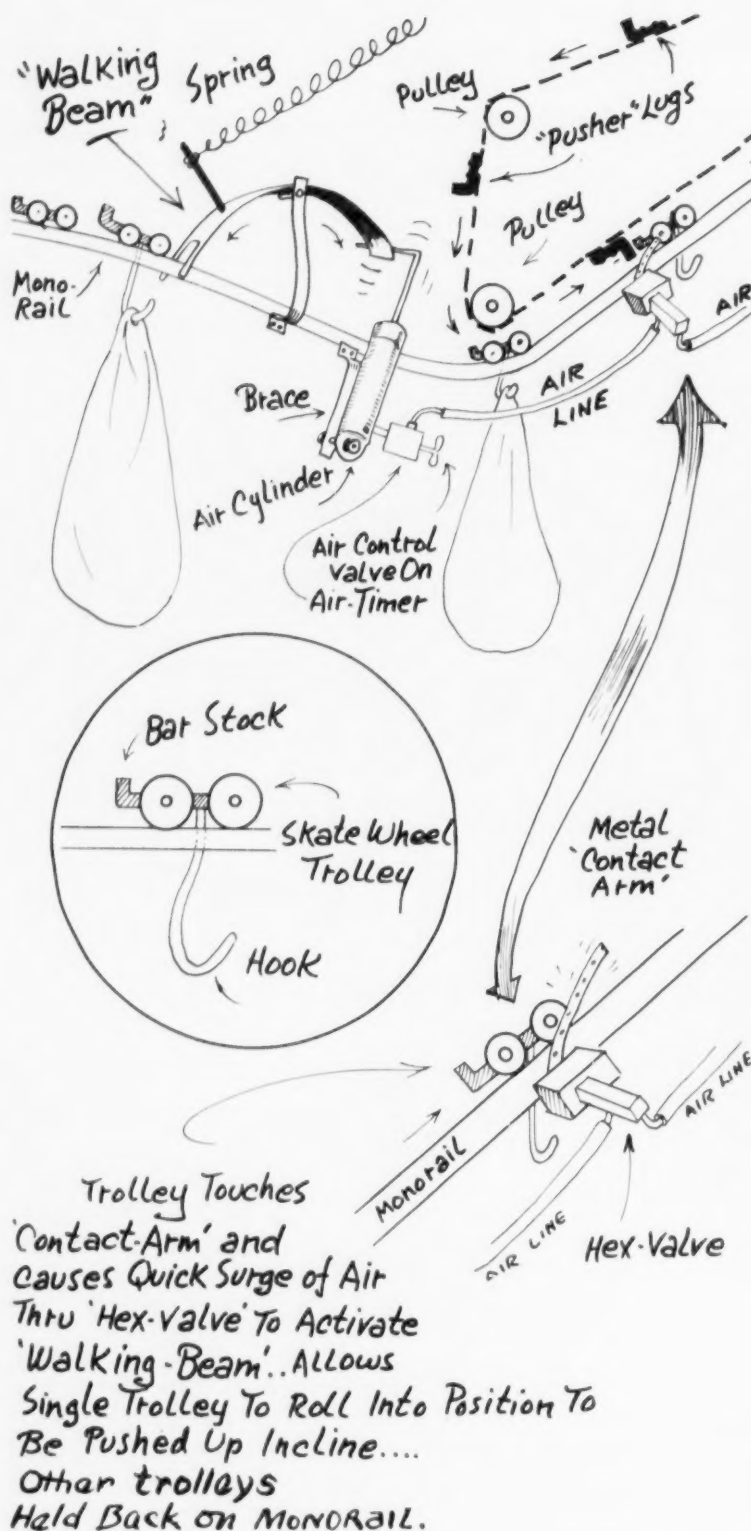
Here's the gimmick that will be as tough to explain as it was to draw, even though the operation is simplicity itself. It's a monorail conveyor for lifting bundles of work to the ceiling so they can go by gravity to the finishing departments. A link-chain conveyor pushes the trolleys supporting the bags up the incline in conventional manner. The interesting part is the way the trolleys are fed to the point where the link-chain engages them for the trip up the incline.

The trolleys loaded with bags of garments come down a slight incline to a point where they are held back until one by one they are allowed to drop into the spot where the conveyor will pick them up.

A curved section of $\frac{3}{4}$ -inch iron strap (which the engineer fondly referred to as a "walking beam") is supported in a position above the conveyor track by a curved strap fastened to the lower edge of the monorail. An air cylinder, also fastened to the base of the conveyor track, has a metal rod fastened to one end of the walking beam and works the curved strap up and down so one end of the walking beam is always touching on the monorail track.

As the link-chain conveyor starts moving one of the trolleys up the incline, it makes contact with a piece of strap iron leading to a hex-valve which permits a quick surge of air into the air cylinder which raises the walking beam's lower end. This allows another trolley to roll into position for the next pusher-lug on the chain conveyor to engage it for the big lift.

All in the same motion of the walking beam, the other end of this curved strap drops down to hold back the rest of the trolleys. At the base of the air cylinder an air-control valve off an old air timer then allows the air pressure to bleed out. The walking beam then is pulled back by a spring and the curved bar drops the other end down to stop the trolley, which has been allowed to enter within the area of the arc of the curved metal bar. The next surge of air into the piston then raises this end to let this trolley



drop down the slope, while the other end of the curved bar drops down to hold back the other waiting trolleys.

Now I'm confused! All I can say is, this teetertotter action of the walking beam simply lets one trolley in and

another out, all according to how the air-control valve at the base of the air cylinder is adjusted and according to how far apart the pusher-lugs are spaced on the link-chain conveyor.

(Continued on page 58)

Carry-Pack handles *
on a shirt package
make a big difference
on both sides of the counter!

makes boxes,
bags, or packages
easy to carry

no wrinkling
of shirts

makes pickups
a pleasure

creates
good will

saves time
and money

costs less
than a penny

no stapling
required

... faster



WRITE FOR FREE INFORMATION AND SAMPLES

*This handy
twin dispenser
keeps
Carry-Pack
Handles and
matching
gummed tape
ready for instant use.
Dispenser is loaned free
to Carry-Pack users.*

*Where shirts are packed in BAGS,
a single-type dispenser is furnished.*

carry-pack

COMPANY LIMITED 9525 IRVING PARK ROAD, SCHILLER PARK, ILLINOIS
Canadian Licensee: Top Paper Products Limited - Sole Distributors: NOTTINGHAM AGENCIES LIMITED, 77 York St., Toronto

CARRY-PACK CO., LTD.

9525 Irving Park Road, Schiller Park, Ill.
Without cost or obligation to us, please send Carry-Pack data
and samples.

Check if you use ☐ BAGS or ☐ BOXES or ☐ WRAP IN PAPER.

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TITLE

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Eastern Sales Office, 225 WEST 34th ST., NEW YORK 1, N. Y.

Western Division Factory & Sales Office

245 NATOMA ST., SAN FRANCISCO 3, CALIF.

Coming in October!

GUIDE TO BUILDING A GREATER DEMAND FOR PROFESSIONAL LAUNDRY SERVICES

Starchroom Laundry Journal's 1955 Guidebook Issue

There's only one purpose for the theme of STARCHROOM LAUNDRY JOURNAL's 1955 GUIDEBOOK: to help readers create and hold a bigger market for their services.

Like the theme of all STARCHROOM's famous GUIDEBOOKS, "Building a Greater Demand for Professional Laundry Services" has been developed in answer to readers' requests. In the GUIDEBOOK's customary, authoritative, "how to" style, the 1955 edition will present a wealth of

tested and proved ideas for attracting more customers and keeping them satisfied—at a healthy profit!

Naturally, there'll be a generous helping of actual case histories—from many sections of the country—on how others made a dwindling business thrive. Each will be written in down-to-earth, easy-to-read terms, with lots of practical, working pictures for simple and direct application by laundry executives and their staffs everywhere.

Here are just a few of the questions the GUIDEBOOK will answer for you:

SERVICES FAST ENOUGH? PRICES RIGHT?

There's many a laundryowner in the field today who's found the key to a bigger business is in better layout, streamlined workflow, realigned production schedules, modern automatic equipment, reduction in costs . . . and through the pages of the GUIDEBOOK they'll be telling you how it's done.

MERCHANDISING ALL IT SHOULD BE?

Lots of aggressive, profit-making plantowners have developed better advertising and promotion, plus employee training and public relations programs, to widen their markets. And, in this chapter they'll be sharing their ideas with you.

WHAT ABOUT ROUTE DEVELOPMENT?

It can be done, according to STARCHROOM's case histories, by sales contests and other incentives, route splitting, expansion and other techniques. This chapter covers ones that have actually worked.

AND WHAT ABOUT CASH-AND-CARRY CLIENTELE?

Shopping center outlets, drive-ins, package plants, pickup stations—these have brought more customers and profits to scores of laundryowners. This chapter tells you about some of them.

TAPPING EVERY SOURCE OF MORE BUSINESS?

There's a wealth of places you can promote a bigger, wider following. This chapter shows how laundries have gone after and gotten increased tonnage from motels, resorts, schools, and a number of other sources.

GOT ENOUGH DIFFERENT SERVICES?

Sidelines have widened markets for some. Adding fast, one-stop service has done it for others. This chapter tells how alert plantowners have expanded limited service to a variety of services.

AN ANSWER TO ONE OF THE INDUSTRY'S TOP-PRIORITY NEEDS

PLUS 

including . . .

YOUR COMPLETE BUYERS' GUIDE *FOR YEAR-'ROUND REFERENCE*

The Only Complete Directory of Its Kind in the Laundry Field

Look for these detailed where-to-do-business features:

CLASSIFIED DIRECTORY—

Listing all kinds of laundry equipment and supplies **BY PRODUCT . . .** with manufacturers of each . . . **A CONSTANT, EASY-TO-USE, READY REFERENCE ON WHO MAKES IT AND SELLS IT.**

TRADE NAME DIRECTORY—

Alphabetical listing of **TRADE NAME PRODUCTS** and their manufacturers . . . **A QUICK MEANS OF TRACKING DOWN THE SOURCE OF "TRADE NAME" EQUIPMENT AND SUPPLIES.**

MANUFACTURERS' DIRECTORY—

Alphabetical listing of manufacturers and their home office addresses . . . **FULL INFORMATION ON WHERE TO CONTACT COMPANIES LISTED IN THE CLASSIFIED AND TRADE NAME DIRECTORIES.**

LOCAL BUYERS' GUIDE—

Geographical listing of manufacturers' branch offices, distributors and jobbers . . . with addresses . . . arranged by states and cities . . . **A PRACTICAL DIRECTION-FINDER FOR CONTACTING THE NEAREST SOURCES OF EQUIPMENT AND SUPPLIES.**

DETAILED BUYING INFORMATION—

Supplied in display advertising and in informational ads throughout the Classified and Geographical Sections . . . **PROVIDING AN OPPORTUNITY FOR LEADING MANUFACTURERS AND SALES ORGANIZATIONS TO STATE SPECIFICS ON THEIR EQUIPMENT, SUPPLIES AND SERVICES.**

and

YOUR OPERATING GUIDE—

Page after page of charts, graphs and tabulated information covering all phases of laundry plant operation and production. Up-to-the-minute reference material for day-in, day-out easy application by all plant executives.

and

GUIDE TO BUILDING A GREATER DEMAND FOR PROFESSIONAL LAUNDRY SERVICES

STARCHROOM LAUNDRY JOURNAL

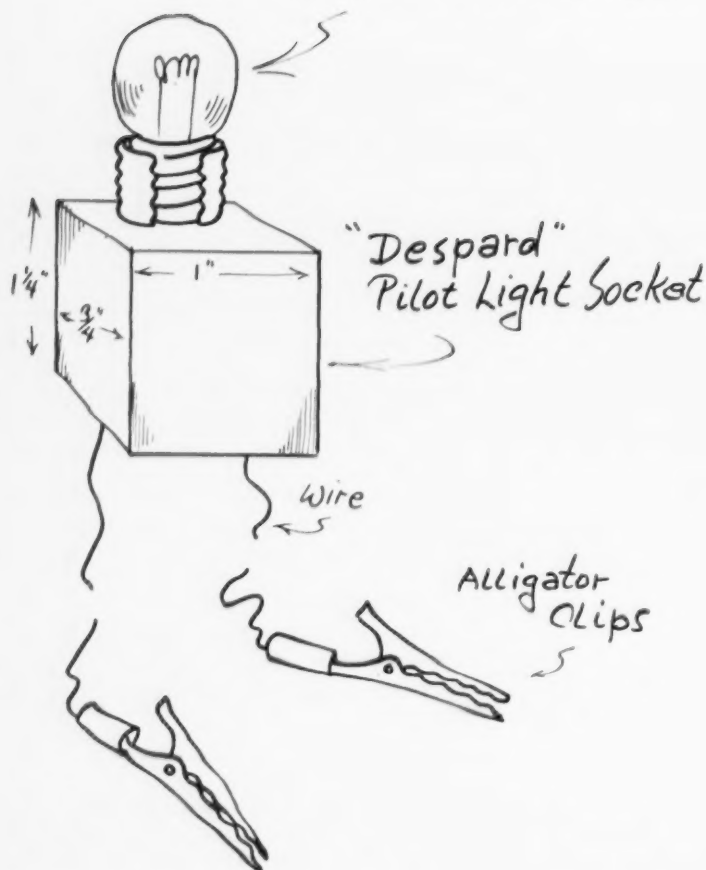
**305 East 45th Street
New York 17, New York • OREGON 9-4000**

ABC ABP

Business Papers Division, The Reuben H. Donnelley Corporation

(Continued from page 54)

220, 120, or 30 Volt Bulb

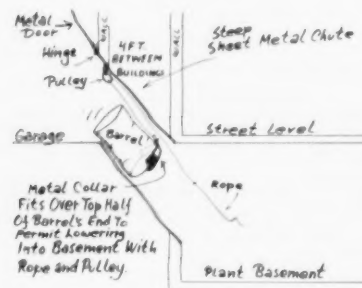


Electric Checker

Talk about an education, I've finally found out what a Despard pilot-light socket is. (To think I had gone through life without knowing that!)

A little gimmick about an inch square that can hold either a 220-, a 120- or even a 30-volt bulb. A pair of "alligator" clips connect it so you can check any equipment in the plant no matter

what the voltage. By using the proper size bulb in the socket the engineer can check for blown fuses, automatic controls, hand irons, or anything electrical in the whole laundry or cleaning department without lugging a lot of heavy testing equipment around.



Drum Chute

The Mattmiller plant uses a basement room for storage of supplies. That used to mean trucking the drums and boxes from the next-door garage, where they were unloaded, wheeling them into the plant and taking them by elevator into the basement stock room. This has been eliminated by building a metal chute from the garage, leading through the 4-foot space between the building walls and into the basement store room. Quite a steep slope but it saves a lot of work.

At first the metal drums of supplies had their speed checked by hitting a couple of truck tires on the floor of the stock room, but the way they bounced around the room after hitting the tires was actually dangerous. Now a pulley at the top of the chute, with a rope leading to a man in the basement, permits slipping a metal collar over the top half at the lower end of the drums so each one can be lowered slowly into the basement. □□

LAUNDRY BUSINESS TRENDS

New York

June 4—4.6% more than last year
June 11—0.3% more than last year
June 18—4.8% less than last year
June 25—1.3% more than last year

M. R. Weiser & Co., New York

New Jersey

June 4—1.0% less than last year
June 11—2.9% less than last year
June 18—5.8% less than last year
June 25—0.2% less than last year

M. R. Weiser & Co., New York

New England

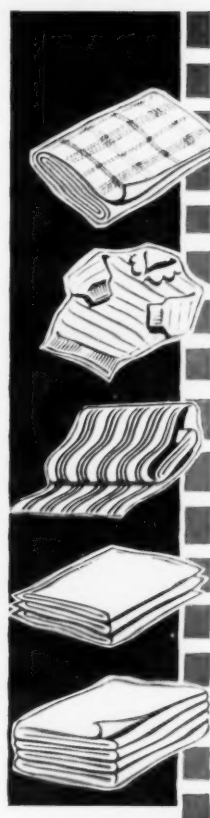
June 4—10.1% more than last year
June 11—4.3% more than last year
June 18—2.7% more than last year
June 25—4.4% more than last year

Carruthers & Co., Boston

Southeast

May—5% more than last year

J. R. Wilson & Co., Atlanta



for Woolens

for Synthetics

for Colored Goods

for Diapers

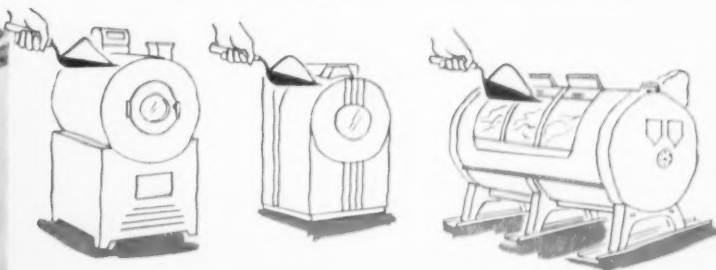
for White Work
in Institutions

For every tough specialty job—
use safe, heavy-duty

ARCTIC SYNTEX HD

Using Colgate's ARCTIC SYNTEX HD is one sure way to satisfy even your most critical customers! This safe, easy-to-use detergent makes abundant suds—gets work REALLY CLEAN. It's especially effective for washing woolens, synthetic fibres, all kinds of colored goods, diapers—and for hard-water washing of white work. Get ARCTIC SYNTEX HD—you'll say it's the *perfect* detergent for those tough jobs!

NO MATTER WHAT EQUIPMENT YOU USE—ARCTIC SYNTEX HD
GETS WORK CLEANER, BUILDS SATISFIED CUSTOMERS



ORDER TODAY!

In 110-lb. fibre drums
or 50-lb. paper bags!

Other C. P. Products for the Laundry Industry:

COLGATE FORMULA 40—Ideal for hot-water washing of all white work and fast-colored goods. This fine, high titer built soap assures better "sudsability," quicker rinsing, cleaner finished work, lower soap consumption. Use direct to the wheel.

COLGATE LAUNDRY BRIGHTENER—Revolutionary new detergent aid! Guarantees whiter cotton whites, brighter colors every wash!



FREE! New 1955 Handy Soap and Synthetic Detergent Buying Guide. Tells you the right product for every purpose. Ask your C. P. representative for a copy, or write to our Industrial Department.

COLGATE-PALMOLIVE COMPANY

Jersey City 2, N. J. • Atlanta 5, Ga. • Chicago 11, Ill.
Kansas City 5, Kans. Berkeley 10, Calif.

Laundry News Notes



BUFFALO, N. Y.—The election of Warren R. Klug as president of Sweet Kleen Laundry, Inc., 760 Kensington

Ave., was announced recently. He is the son of the founder, Jacob A. Klug, who has retired from the presidency and has been elected chairman of the board.

SPRINGFIELD, N. J.—The Morey LaRue Laundry Company, which has its main plant at Linden, marked its sixty-fifth anniversary by opening a branch in the new General Greene Shopping Center.

CORNING, N. Y.—Mr. and Mrs. Wilber Smith have moved Dorothy's Automatic Laundry to new headquarters at 268 E. Market St.

ERIE, PA.—Fire destroyed the plant of the U. S. Laundry, Fourth near State, causing an estimated \$120,000 damage.

SARANAC LAKE, N. Y.—Silver Laundry, 36 Charles St., was destroyed by fire recently. Mrs. Edith Smith is the proprietor.

ERIE, PA.—Two new 30 Minute Laundryettes have been opened at 830 E. Sixth in the East Erie Plaza, and 3402 W. Lake Rd., at Marshall Drive, Lee Lawrence is the manager.



BROOKLYN, IND.—Open house was held recently to celebrate the opening of Serve-U-Laundry on N. Main St., by Mrs. Geneva Fuller.

POPLAR BLUFF, MO.—Mrs. Lucille Phelan has opened a new self-service laundry at 240 Bartlett St.

DANVILLE, IND.—Reese and Margaret Cline have sold Cline Cleaners to Olney and Mary Hunt. The name of the firm has been changed to Hunt Cleaners.

BELVIDERE, ILL.—Donald Saari, operator of Belvidere Drive-In Laundry and Dry Cleaners, 214 W. Menominee St., has announced an expansion program in its drycleaning department.

CRYSTAL VILLAGE, MO.—Elmer Fabry has opened Crystal Village Laundromat Half Hour Laundry at 515 Bailey Rd.

KOKOMO, IND.—Bert G. Moore is retiring from business with the sale of Modern Laundry Co., where he was secretary-treasurer and general manager for the last 30 years. Sale of the firm was



ULTRA-LITE

The Fluorescent Saver

To make whites
ULTRA WHITE, to make
colors **ULTRA BRIGHT**

SAVES BLEACH Reduce the amount of bleach one-third, giving fabrics longer life.

SAVES BLUE Blueing can be completely eliminated when you use ULTRA-LITE.

SAVES WATER The high water level in the blueing operation is now unnecessary.

SAVES TIME At least 5 minutes running time from every load.

Consult your Keever
Sales-Service Man

THE KEEVER STARCH COMPANY

COLUMBUS 15, OHIO

made to Harry Marks and George Marcus.

CRYSTAL LAKE, ILL.—The grand opening of Rainbow Cleaners at Virginia St. and Pomeroy Ave. was held recently.

CLARION, IOWA—Mr. and Mrs. Virgil Neece have purchased the Clarion Laundry from Mr. and Mrs. Clifford Sandy.

PORTSMOUTH, OHIO—Plans to completely rebuild the interior of the American Steam Laundry have been announced by William Ives, general manager.

WEBB CITY, MO.—B. O. Bennett has announced plans to establish a self-service laundry in the remodeled building on W. Daugherty St.

MEXICO, MO.—A recent district meeting of The Associated Cleaning and Laundry Services of Missouri was attended by a record audience. The speakers were: John N. Gilvey, Colgate-Palmolive Co.; A. W. Jaudes, White Line Laundry and Dry Cleaners, St. Louis, Mo.; Jack Spence, Faultless Laundry, Kansas City, Mo.; Richard Couch, Kansas City; Charles Buck and Les Rowden, Chenoweth Cleaners, St. Louis. Vic Townner of the NID was moderator of a three-hour panel discussion. Robert T. Schwabe, secretary-treasurer of the association, planned the meeting.

INDIANAPOLIS, IND.—The opening of Kwik Kleen Laundry at 3407 W. Michigan St. has been announced by Mary F. Duffy and Val J. Schwert.



WINNER, S. D.—A grand opening was held recently at Jiffy Launderette. The new business is located on W. Second, and is operated by Thelma Osborn and Ann Hemingsen.

BURNS, ORE.—Mr. and Mrs. R. E. White, who had been in partnership with Dick Mayo in Burns Laundry and Cleaners, have disposed of their interest to Mr. and Mrs. Mayo, and purchased the Modern Laundry & Dry Cleaners from Mr. and Mrs. Shelby Wells. The laundry plant now operating at the Burns Cleaners location will be closed and Mr. Mayo will devote his full attention to drycleaning.

EUGENE, ORE.—Tommie Thomas has opened Bubble-Bath Laundromat at 786 E. 11th Ave.

SEASIDE, ORE.—Sale of the Avenue A Home Laundry to Mrs. Carl Jedin was announced recently by Mr. and Mrs. John Blacketer.



PLEASANTON, CALIF.—Mr. and Mrs. Edwin Travis have purchased the A&D Laundromat from William Apperson.

NOWATA, OKLA.—Edith Sanders and Ida Mae Reich are the new owners of Vincent's Automatic Laundry, 317 E. Cherokee. The firm will now operate under the name of R&S Automatic Laundry.

NORTH HOLLYWOOD, CALIF.—Notice has been filed of the intended sale of Westinghouse Half-Hour Laundromat, 12140 Magnolia Blvd., by Bertha and C. W. Sardo to Beatrice M. and Reginald T. Welles.

HOMINY, OKLA.—Mr. and Mrs. Ray Thompson have purchased Collins Laundry, 122 E. Main St., from Mr. and Mrs. D. W. Collins. The business name will be changed to Thompson Help-Your Self Laundry.

R/M REVOLITE®

can save you as much as 43%
a year on roll cover costs

On the basis of performance, R/M REVOLITE Covers are the most economical . . . the least expensive. When purchased, they are not the *cheapest*, but the *best*. That's why you'll come out with real savings in the end. Here's how REVOLITE saves you money!

LONGER LIFE. REVOLITE outlasts all other covers. Special asbestos fabric and padding are protected by the REVOLITE thermosetting resin process. Resistant to heat, moisture, mechanical action, and abrasion.

FASTER PRODUCTION. REVOLITE padding holds its resiliency months after inferior padding materials powder under heat and pressure. REVOLITE Covers work at higher temperatures . . . make possible faster ironing speeds.

HIGHER QUALITY. REVOLITE's finer weave puts a smoother finish on all flatwork. Uniform thickness assures wrinkle-free ironing.

Every REVOLITE Cover is installed and maintained by factory-trained specialists. Our written guarantee stands behind each installation. Write or call today. Find out how quality and economy go hand in hand.

REVOLITE joined the R/M family in May



RAYBESTOS-MANHATTAN, INC.

REVOLITE DIVISION, 500 Fifth Ave., New York 36, N.Y.

Phone: BRyant 9-4390

RAYBESTOS-MANHATTAN, INC., Asbestos Textiles • Brake Linings
Brake Blocks • Clutch Facings • Fan Belts • Radiator Hose • Rubber
Covered Equipment • Industrial Rubber, Engineered Plastic, and Sintered Metal
Products • Abrasive and Diamond Wheels • Bowling Balls



**"Bunn Tying Machines
help keep our 8-hour
service on schedule,"**

**says J. P. Kane, IDEAL LAUNDRY
& DRY CLEANERS, Chicago**

"It takes just one operator to sort, wrap and tie the steady stream of laundry which moves through our plant . . . because Bunn Machines make it possible to tie bundles 10 times faster than hand tyers," reports Mr. Kane.

Bunn Package Tying Machines adjust automatically to any size or shape . . . bundle or box. In 1½ seconds or less, each package is securely tied, with just the right amount of twine.

Flat-work or shirts . . . there is no wrinkling and package breakage is prevented . . . because Bunn Machines tie with tension-controlled tightness and exclusive slip-proof knot.

Simple, tireless operation requires no training . . . cuts down labor turn-over . . . eliminates overtime. Bunn Tying Machines can help you cut costs and step up production.

BUNN

B. H. BUNN Co., Dept. 5L-E5
7605 Vincennes Ave.
Chicago 20, Ill.

GET THE WHOLE STORY

Send today for this fact-packed booklet, which illustrates the many advantages of Bunn Tying Machines. There is no obligation.



MAIL THIS COUPON NOW

B. H. Bunn Co., Dept. 5L-E5

7605 Vincennes Ave., Chicago 20, Ill.

Please send me a copy of your free booklet which shows how Bunn Machines can save time and money in my business.

Name _____

Company _____

Address _____

City _____ Zone _____ State _____

OGDEN CITY, UTAH—Model Laundry & Dry Cleaners has opened a new plant at 1911 Washington Blvd., known as Model Drive-In Dry Cleaning. The new plant will be co-managed by Eddie Stephens and Melvin Engberson.

SAN RAFAEL, CALIF.—New equipment has been installed in the San Rafael Laundry and Cleaners at its new headquarters, 512 Third St. Co-partners in the business are Carmen and Reid DeArmond and Milly and Harry Scott.

DUNCAN, OKLA.—An addition is planned for the Bailey Laundry, 808 Cypress, according to a recent announcement by D. E. Bailey.

LOS ANGELES, CALIF.—Notice has been filed of the intended sale of Cadillac Laundromat, 2319 S. La Cienega Blvd., by Ross Restivo to Harold Fleishman.

WALSH, COLO.—Mrs. W. W. Dillon has purchased Oakes Laundry from Mrs. Grant Oakes.

SEBASTOPOL, CALIF.—The Palm Drive Curtain Laundry has been moved into its new home on Keating Ave., and will change its name to Superior French Laundry. Mr. and Mrs. Alfred LaCrampe will operate the new business in partnership with Caesar Frati.

GLENWOOD SPRINGS, COLO.—Damage estimated at \$35,000 was caused by a fire at the Troy Laundry and Dry Cleaners.

RIVERSIDE, CALIF.—Atlas Coverall & Uniform Supply Co. of Los Angeles has purchased a laundry plant at 4407 Brockton St.

PACIFIC GROVE, CALIF.—The Del Monte Laundry recently held an open house to celebrate the opening of its new \$45,000 drycleaning department. The laundry is owned and operated by Del Monte Properties Co., of which S. F. B. Morse is president.

CORPUS CHRISTI, TEX.—Jack Smothers, president of Texas Industrial Laundries (formerly Texas Linen Service and Texas Shop Towel), has purchased Sunshine Laundry from Mrs. Wyatt Cline Eckhard, R. L. Cline and A. E. Eckhard, who also own and operate Phoenix Laundry. Mr. Smothers has also purchased Colonial Laundry and Cleaners from Joe Roscoe, in association with Marcus L. Pinson, his partner in ownership of the Eureka Laundry, and Floyd and A. C. Skimer, Jr., of Oriental Laundry and Cleaners.

SANTA BARBARA, CALIF.—Richard S. Miles has announced intention to sell Miramonte Laundromat, 20 W. Calle Laureles St., to Carlos W. and Marion K. Cook.

FAIRFAX, CALIF.—Fairfax French Laundry held its grand opening recently at 101 Bolinas Rd.

WOODLAND, CALIF.—Woodland Laundry and Dry Cleaners, 315 College, recently completed remodeling its exterior.

LONE WOLF, OKLA.—Bob Garrod has announced the opening of his new help-yourself laundry.

NORTH HOLLYWOOD, CALIF.—Notice has been filed of the intended sale of V-R Laundromatic, 12432 Moor-



park St., by Vito Sparaglino to A. J. Lockhart.

SALT LAKE CITY, UTAH—Reactivation of the Salt Lake Cleaners and Launderers Association was recently announced. The association elected the following officers: Jasper W. Eichers, president, Myers Cleaners, Dyers and Furriers; A. L. Negelin, vice-president, Vogue Cleaning and Shirt Laundry, and A. Ferrell Coombs, secretary, Coombs Cleaning and Tailoring Company. Directors are W. Job and Ben B. Conford.

NOWATA, OKLA.—Sale of the Snow-White Laundry to Sandusky's Laundry and Cleaners, Bartlesville, was announced recently by Mr. and Mrs. W. D. Burch.

INGLEWOOD, CALIF. — Maytag Laundry, 11835 Inglewood Ave., recently celebrated completion of its remodeling program, it was announced by owners Ted and Rose Bromet.

GRANITE, OKLA.—Floyd Davis has announced completion of an addition at the rear of the Davis Laundry, which will be used as a finishing room.



COCOA, FLA.—Hugh O. Brown has announced the opening of a branch office at 415 Brevard Ave. The business will be known as Brown's Laundry & Dry Cleaners.

MT. STERLING, KY.—Robert W. Walker has sold the Mt. Sterling Laundry to J. R. Lykins. Mrs. Lykins will assist her husband in the operation of the business.

VERO BEACH, FLA.—Plans have been announced for a new building to house the Vero Beach Laundry and Dry Cleaners on N. St. Lucie Ave.

LINEVILLE, ALA.—The Lineville Laundry has been purchased by Ben F. Harris and will be known as Cla-Co. Laundry.

MACCLENNEY, FLA.—The Macclenny Laundry, operated by Wilbur Kirkland, was sold recently to Mrs. Neil Kirkland.

GREENSBORO, N. C.—A permit has been issued for construction of a branch of Lane's Laundry, to be built at 1620 Battleground Ave.

MIDDLESBORO, KY.—Ideal Laundry & Dry Cleaners has been purchased by Elmer Bush and Bob Bird, owners of Pineville Laundry and Dry Cleaners.

LAKE WALES, FLA.—Purchase of Riteway Laundry on First St. from Dan Kirkpatrick has been announced by J. T. Yeomans and W. H. Smith. Mrs. Ruth Roland, who had been employed at the laundry before its sale, is operating the business.

LEXINGTON, KY.—Becker Laundry and Dry Cleaning Co. has announced plans to build a drive-in branch office at

144 S. Limestone St. to replace the branch station at 212 S. Limestone St.

TALLAHASSEE, FLA.—David Bingham of the DeLuxe Laundry and Dry Cleaners, 614 W. Tennessee St., has announced the opening of his Deluxette Neighborhood Laundry at 1018 W. Pensacola St.

HOLLYWOOD, FLA.—Fernan de St. Simon, a French count, and his cousin, E. W. Dodd, have opened laundry and drycleaning stores at 304 Johnson St. and 1738 Young Circle. Their business is known as Fleur-de-lys, Inc.

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How To Reduce Your Electric Bills

By JOSEPH C. McCABE

HIDDEN POTENTIAL SAVINGS in the monthly electric bill are all too often overlooked by the laundry plant operator, hard set on tracking down plant costs and tightening up on dollar leaks. Sizable savings can often be realized simply by studying the character of the plant electrical load and then easing the demand by appropriate scheduling. Power factor improvement is another likely dollar-saver, where the utility company is billing you on a kilovolt-amperes (kv. a.) rate. Often you can put in a condenser (or "capacitor," as it is frequently called) that will pay for itself within one year.

By considering the major factors making up your electrical bill you can determine which solution is applicable in your own case. Then take the steps suggested at the end of the article to reduce your electrical bill.

What are the factors that weigh most heavily in making up any plant's electrical bill? Total costs in any electrical bill may be divided into two broad classifications: *fixed charges* and *variable charges*. Fixed charges cover all generally predictable costs, such as depreciation, interest and insurance plus capital investments. In the latter group we have land, buildings, and equipment for generation, transmission, distribution, generally depreciated in 20 to 35 years. Once the capital investment is made and a definite depreciation time set, the charges hold about constant over the period.

Rate Schedule: Study any rate schedule (see Fig. 1 for sample) and you will quickly spot these two characteristic parts. Fixed charges are generally covered by the demand charge. The variable charges come under the energy charge section.

Load factor is another important item. A plant, working an 8-hour day with a steady 1000-kw. load, ties up as much generating, transmitting, distributing equipment as a plant op-

erating 24 hours around the clock at the same kw. load. For the first plant load factor is about 33 percent, while for the second theoretical load factor is 100 percent. So rates are construct-

FIG. 1

Typical Industrial Rate Schedule

Demand charge for service at secondary voltage

\$3.50 per kw.	first 10 kw. demand
2.50 per kw.	next 40 kw. demand
2.25 per kw.	next 50 kw. demand
2.00 per kw.	next 100 kw. demand
1.70 per kw.	all additional kw. demand

Energy charge

3.50¢ per kw. hr.	first 2,000 kw. hr.
2.50¢ per kw. hr.	next 3,000 kw. hr.
1.50¢ per kw. hr.	next 15,000 kw. hr.
1.30¢ per kw. hr.	next 30,000 kw. hr.
1.15¢ per kw. hr.	next 50,000 kw. hr.
1.05¢ per kw. hr.	next 100,000 kw. hr.
0.97¢ per kw. hr.	all additional kw. hr.

Discounts: Primary voltage discount \$0.20 per kw. of demand. Prompt-payment discount is 5% if paid within discount period.

Minimum bill: The demand charge, but for not less than 5 kw. when secondary-voltage service is used, nor less than 25 kw. when primary-voltage service is used.

Billing demand: The maximum 15-minute measured demand in the month subject to power-factor adjustment, but not less than 5 kw. for secondary service, nor less than 25 kw. for primary service. A fraction of a kw., if less than 0.5, will be dropped; if 0.5 kw. or more, it will be billed as 0.5 kw.

Power-factor adjustment: When customer's average power factor is less than 80%, the demand, as determined above, shall be adjusted by multiplying it by 80% and dividing the product thus obtained by the average power factor in percent.

Standby or auxiliary service: Such service rendered under this rate schedule is subject to the requirement that the billing demand shall be not less than the highest demand previously established, nor less than the contract demand.

see for yourself *

WAYS TO Save Money for your Laundry!



A new era is in the offing for laundries, today . . . heating all of the clean, hot water you need quickly and inexpensively the modern A. O. Smith Burkey Way!

No longer is it economical to heat laundry water by old-fashioned, costly steam system methods. With the new "Powerhouse Water Heater Package of the Industry," the gas-fired A. O. Smith Burkey Model 718 Commercial Water Heater, you can now save thousands of dollars yearly with modest first cost.

You can use a smaller steam boiler . . . or eliminate it entirely! Costly space occupied by a boiler is reduced or sometimes not needed. Standby heat losses are greatly reduced, too, with a smaller boiler and water heater such as the Model 718. Savings in boiler room labor is considerable over a year's time. With the Burkey—no attendant is necessary—the Burkey is automatic . . . dependable.

Consider these time-tested, exclusive A. O. Smith design features: all-copper construction for rust-free water, finned heat exchanger for quick response, water-wall combustion chamber to "soak up" every calorie, the patented Burkey burner for remarkable operating economy, sturdy construction for long life, and automatic controls for safe operation! A tough heater for a tough job. These heaters may be installed in tandem for greater capacity.

For substantial savings, talk to the A. O. Smith Burkey water heating experts who understand laundry hot water problems. Backed by the world's largest manufacturer of water heaters, you get an outstanding product and excellent engineering counsel. Take advantage of it.

Heat with gas for quick, clean heating at less cost!

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—the Powerhouse Water Heater of the Industry.

Large Capacity: 403 gal. per hr. at 100-degree temperature rise.

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FIG. 2

Load Character

Equipment	Average Loading				Peak Loading				Total kw. hr.	
	hp.	eff. %	running hrs.	hr. kw. hr.	hp.	eff. %	running hrs.	hr. kw. hr.		
Boiler Feed Pump	50	80	6 a.m. - 6 p.m.	12 560	60	.85	6 a.m. - 7 a.m.	1 40	600	
Plant Water Pump	75	80	6 a.m. - 6 p.m.	12 300	100	.85	7 a.m. - 8 a.m. 1 p.m. - 2 p.m.	2 130	430	
Plant Equipment	150	75	7 a.m. - 12 noon 1 p.m. - 5 p.m.	9 1,050	175	.85	7 a.m. - 8 a.m. 1 p.m. - 2 p.m.	2 300	1,350	
				1,910				470	2,380	

ed to level out such situations, giving the higher load-factor user a more attractive plan.

Power factor should not be overlooked. Consider the plant pulling 1,000 kw. at 0.8 p.f.—meaning that 1,250 kv.a. must be supplied by the utility. A second plant draws the same 1,000 kw. demand, but it's at unity p.f., requiring the utility to supply only 1,000 kv.a. The 0.8 p.f. customer made it necessary for the power company to provide 25 percent extra in generation and distribution facilities to serve him with an amount of useful electricity equal to the second customer's. That's why the rate is so constructed to provide a saving for the high p.f. user.

Off-peak loads are a sizable consideration. Since most people work during daylight hours this period represents the greatest load on the utilities facilities. During working hours commercial, industrial and domestic loads coincide and peak sharply at the beginning and end of this period. Often an industrial plant aims to operate some part of its capacity between 6:00 p.m. and 8:00 p.m., thus getting a better rate.

In a well-constructed rate schedule, other factors must be taken into consideration. For instance, most users are supplied at voltages such as 120/-208 or 440, directly usable in plant equipment. In such cases the power company furnishes all transformation and switching necessary to convert from transmission and distribution voltages to voltage required at load.

Fuel cost is an important variable that affects the rate-energy bracket. Total fixed charges are about 13 to 18 percent of the total cost of producing power, while fuel cost generally is between 30 and 60 percent of production cost. Any change in price, paid for fuel by the utility, affects production costs more than any other factor.

There are still many rate schedules that provide for prompt-payment and other special discounts.

No one rate schedule can consider all these factors for all classes of customers. Rates, therefore, generally fall into the following customer classifications: (1) domestic, residential and religious; (2) commercial; (3) small industry; (4) large industry; (5) municipal; (6) special.

What to look for

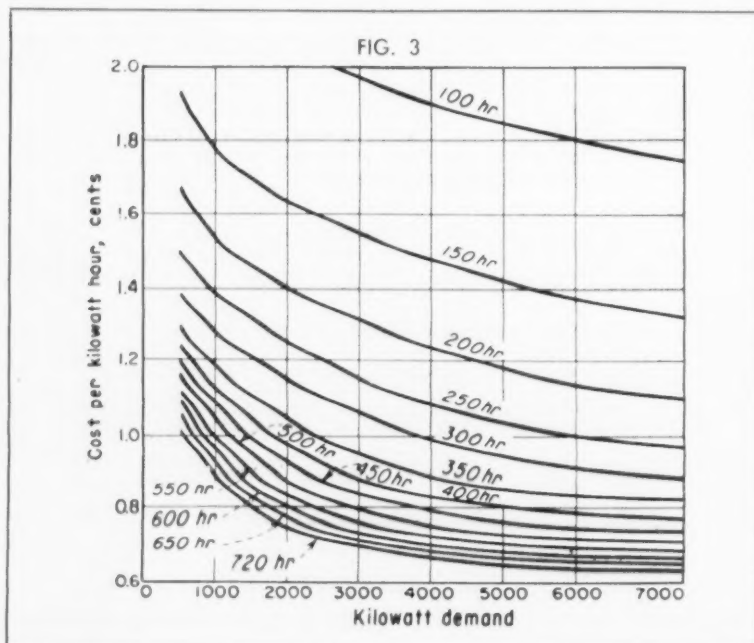
Above are the rate-structure ingredients. How can this knowledge be put to use in yielding dollar savings at your plant? The most important ingredients dollarwise are demand, energy and power factor. And the first place to look for savings is in the demand.

So start with a complete study of

plant load equipment. A sample table is shown in Fig. 2. Such a tabulation indicates the load magnitude, and tells how and when demand is established. Reasonable results are obtained if only the largest plant motors are considered.

Now study your electric power bills for preceding months and note that kw. or kv.a. demand is recorded each month along with kw. hr. consumption. Divide total kw. hr. by the kw. demand to get the hours use of demand.

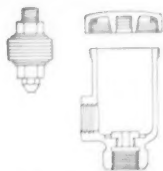
Let's assume the average monthly consumption for Fig. 2 is 52,360 kw. hr. and the average recorded demand is 325 hp., or in kw. 0.75×325 or 244 kw. Then the average hours use of demand is $52,360/244$ or about 215 hours. Since over a period of a year the utility company has to have the equipment to supply this demand





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730 hours on the average each month, the load factor of this plant is 251/730 or 29.4 percent. This ties in with the concept of *load factor*—an important consideration for the utility company in drawing up its rate schedule.

Here is an example: At any given load factor the unit cost decreases as demand increases. At 300 hours, cost varies from 1.39 cents at 500 kw. to .88 cents at 7,500 kw. demand. For a typical industrial power rate see the one plotted in Fig. 3, known as Rate WPL of the Public Service Company of New Jersey.

Simply stated, the lowest cost for power is obtained when factors that contribute to maximum demand for any given load are controlled. Since most utilities measure maximum demand over an integrated period of 15 to 30 minutes, some study will quickly indicate how to spread motor-starting cycles over periods exceeding a half hour to reduce the metered demand. Often some equipment can be operated during off-peak periods when most other equipment is down, thus reducing demand in any 15- to 30-minute period during the plant's peak hours.

The next step is to compare existing rates offered by the local utility to determine whether your plant is operating under the *most economical schedule*. There are several methods by which rates can be compared. First is the long-hand method calling for detail calculation as indicated in the rate. A modification of this method uses a rate formula to reduce the labor of calculating rates for varying combinations of demand and energy quantities.

For example, examine once again Northern State Power Co. rate 25.81, tabulated in Fig. 1. Then note the monthly cost calculation, Fig. 4.

FIG. 4

Formula Method of Calculating Rates

For demands beyond 200 kw., the rate formula, assuming 80% power factor, is:

$$\text{Monthly cost} = \$557.50 + \$1.70 D + \$0.0097 \text{ kw. hr.} \quad (1)$$

Where D equals kw. demand:

This formula was developed from rate schedule as follows:

\$3.50 for the 1st	10 kw. demand =	\$35.00
2.50 for the next	40 kw. demand =	100.00
2.25 for the next	50 kw. demand =	112.50
2.00 for the next	100 kw. demand =	200.00
1.70 for all over	200 kw. demand =	1.70 (D-200)
2,000 x .035 =		\$75
3,000 x .025 =		75
15,000 x .015 =		225
30,000 x .013 =		390
50,000 x .0115 =		575
100,000 x .0105 =		1050

Over 200,000 kw. hr. = 0.0097 (kw. hr. — 200,000)

$$\$35 + 100 + 112.50 + 200.00 + 1.70 (D-200) + 75 + 75 + 225 + 390 + 575 + 0.0097 (\text{kw. hr.} - 200,000) = 557.50 + 1.70D + 0.0097 \text{ kw. hr.}$$

Similarly the formula for this rate, at 80% power factor and 5% discount, would be:

$$\$529.625 + \$1.1615D + \$0.009215 \text{ kw. hr.} \quad (2)$$

Adjusted for power factor and taking the 5% discount, the formula becomes:

$$\$529.625 + \frac{\$129.20D}{\% \text{ p.f.}} + \$0.009215 \text{ kw. hr.} \quad (3)$$

Now if, in addition to adjustment for power factor and 5% discount, primary-voltage discount is taken, the formula becomes:

$$\$529.625 + \frac{\$129.20D}{\% \text{ p.f.}} - 0.20D + \$0.009215 \text{ kw. hr.} \quad (4)$$

This analysis indicates the inherent savings possible at a given demand and consumption by improving power factor and taking advantage of existing discounts, if any. If kw. hr. were kept constant and demand decreased, substantial savings would result.

Here is what we would suggest:

Study your plant load and look for ways to smooth the demand peak and improve the over-all power factor. Then check your rate schedule and see if the picture has changed. □□

Engineering Questions and Answers

Schedule for Preventive Maintenance

Engineering Editor:

In visiting the boiler rooms of many laundries the simple things that need doing seem to be left undone. I refer to preventive maintenance mostly but in some measure to housekeeping as well. Can you offer any suggestions to the laundryowner to improve this state of affairs?

—A Boiler Inspector

There are plants that work at the job of anticipating and preventing mechanical breakdowns and usually these plants pride themselves on their housekeeping. Others just live

from day to day. In our opinion the answer to the boiler inspector's letter is that preventive maintenance and good housekeeping have to be made a state of mind to remain consistent.

Here is a good scheme to follow in establishing a preventive maintenance program:

1. Schedule regular periods for inspection and servicing of equipment to keep it in operating condition.
2. Employ a card system to keep check on your memory. Use a single card for each piece of equipment. It should contain date of inspection, repairs and replacements made, as well as any other information that will be helpful in or-



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No special supports needed, because Yarways are light in weight, small in size—can be squeezed in most anywhere.

Plus these good features:

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Everywhere users are calling the Yarway Impulse "the little steam trap that does so much." Prove to yourself what it does by trying one for 60 days FREE in your own plant. Write . . .

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dering spare parts. Keeping such records will indicate quickly if you're spending too much on maintenance.

3. Recheck the cards from time to time to see that the program is being followed religiously.

Dry Wells for Water Runoffs

Engineering Editor:

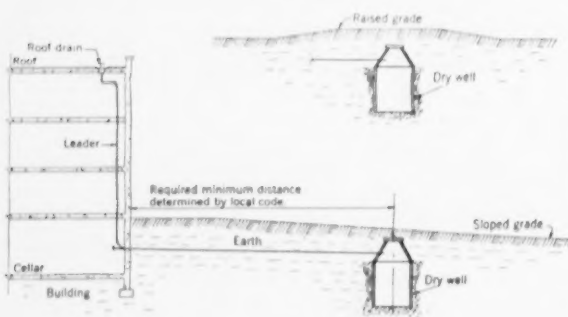
We are experiencing troubles in getting rid of heavy water runoffs, mostly from rain. Have you any suggestions?—W. C.

Every so often the engineer and designer encounter a problem concerning the disposal of rain water that will fall on the roof of a building. This problem is a difficult one, especially when there are no available storm sewers, brooks, streams or other points of discharge at the site to which the rain water may be conducted. It is further complicated when the nature of the area or the ground is such that this water must be disposed of within the property limits.

While there are several solutions, we shall consider only the method that uses dry wells. The function of a dry well is, therefore, that of an underground receiving tank into which the rain water flows and from which, by reason of its construction, this water is recharged into the earth.

Before the dry wells are located, several factors must be considered:

1. Rainfall and total roof area to be drained, which will determine the size and number of dry wells required.
2. Proposed grouping of leaders for the purpose of leaving the building with as few storm sewers as possible.
3. Characteristics of the soil and the level of the possible ground water, both of which will affect the location of the dry wells. Often when ground water is a condition, it will be necessary to construct two or more shallow-type dry wells which are located above the water level.
4. Future construction of a public storm sewer near the property, into which the rain water may then be diverted, is a matter which should be discussed with local sewer or highway departments. If the construction of such a sewer is proposed at a future date, the engineer should, if possible, so locate the dry wells that when the public storm sewer is installed, they could be filled with earth and storm-water lines extended to the public storm-sewer system.



These considerations have a definite bearing on the design and location of the proposed rain-water-disposal system. Once the location of the dry wells has been determined, it is important to see that they will operate at full capacity. Using one dry well as an example, a recommended location and installation is shown in the sketches.

As shown, the dry well is preferably installed in sloping ground. If the grade is level or slightly depressed, then the grade over the dry well should be raised and sloped away as indicated. This practice will prevent surface water from

accumulating and seeping into the dry well, thereby reducing its effective capacity. Many dry-well installations of adequate size and construction have failed in their purpose because surface-water accumulation had not been taken into account.

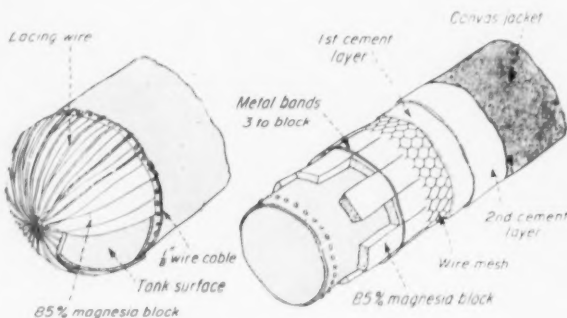
To avoid this occurrence, it is necessary to inform the prospective contractor of the desired procedure to be followed with regard to the treatment of the grade over the dry well as shown in the sketch. This can be accomplished by means of a brief note of explanation added to the detail of the dry well on the drawings or by a short paragraph covering the installation of the dry well, included in the specifications.

Insulation of Hot-Water Tanks

Engineering Editor:

Could you give us some hints on applying insulation to hot-water tanks? We never seem to be able to make it stay put.—E. J.

Don't expect insulation to stay on hot-water tanks if you don't put it on right. First, clean the tank's surface to have the insulation fit snugly. Stagger joints of magnesia blocks (see sketch). If there are two layers of insulation, be sure



to stagger the joints of the second layer with those of the first. Hold the blocks in place with $\frac{3}{4}$ -inch metal bands, three metal bands to a block.

Apply magnesia blocks on the tank's ends with adhesive cement. Then hold the blocks in place with wire lacing. The best way to anchor lacing-wire is to wrap a $\frac{1}{8}$ -inch wire cable around the tank's end against rivets (left), piping or other projections.

For indoor tanks not subject to moisture, wrap galvanized-wire netting tightly over the blocks and wire in place. Apply asbestos cement in two layers, having a total thickness of $\frac{1}{2}$ inch. For hard outside finish, add a little portland cement to the second asbestos-cement coat. Paste a 6- or 8-ounce canvas jacket down over the asbestos cement for a long-lasting job.

Group Replacement of Lamps

Engineering Editor:

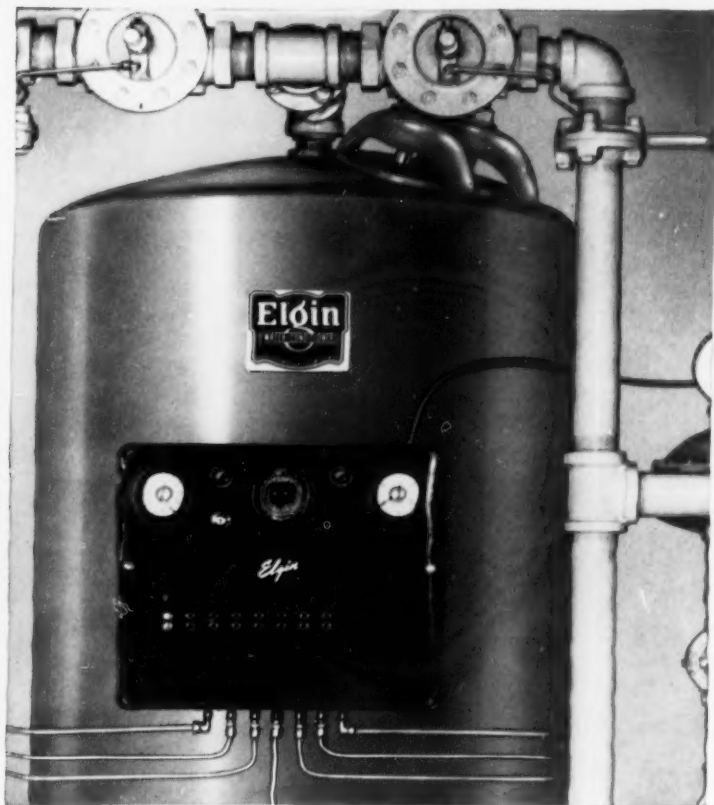
We have fluorescent lamps for production and office-area lighting in our plant. We now replace burned-out lamps on what I call a hit-or-miss basis.

The foreman calls when a lamp burns out in a department. It is replaced as soon as possible. This may be the next day or a month later, depending on how much work the engineer has.

Will group replacement solve our problems?—V. C.

Group replacement is most effective when lamps are subject to the same voltage variations, and the duty, hours per

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Your Softener Easily Converted to Automatic Operation

Save valuable manhours, eliminate human error, and increase the efficiency of your present water softener by converting to automatic operation. Write for details.



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The time interval and flow rate of each regenerating step of the Ultramatic is individually adjustable for maximum efficiency under any operating requirement or water characteristic. The reasons why this flexibility is highly essential to satisfactory performance, together with complete information about this water softener, are given in Bulletin 612.

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day, is about the same for all lamps. In other words, the lamps must approach the burn-out point together. If V. C. has these conditions in his plant he'll find that group replacement will reduce burn-outs during production and cut renewal labor costs.

Usually, the best time for replacement is when a batch of lamps attains 85 percent of average lamp life. From this point on, the lamps fail fairly uniformly, with lives ranging from 85 to 115 percent.

For example, with 7,000 lamps having an average life of 3,000 hours, the pattern of burn-outs (neglecting strays) will be such that 1,000 will reach 85 percent life, or 2,550 hours; 1,000 will last 2,700 hours; 1,000 will last 2,850 hours; 1,000 will last 3,000 hours, and 1,000 will last 3,150 hours; 1,000 will last 3,300 hours, and 1,000 will last 3,450 hours. This is a life range of 85 to 115 percent.

Assuming each lamp costs 50 cents each, and installation cost is 30 cents on an individual basis and 10 cents on the batch basis, cost per hour per lamp for lamps renewed at burn-out times is \$0.000267; for group replacement at 85 percent of rated life, cost is \$0.000235 per hour per lamp. Group replacement will save you almost 12 percent.

Strays are lamps that do not conform to the mortality

pattern of the larger group. If they are in critical production areas they must be replaced immediately. Elsewhere, they may be replaced when the entire plant or batch is relamped.

Though V. C. doesn't mention lamp cleaning, it requires careful attention. Use a light meter to check lamp output. When it falls to about two-thirds of rated, clean the lamps and their reflectors. If he plans to use group replacements it can be timed so that it will coincide with the normal cleaning time.

We would suggest that you build a dolly and fit it with rubber-tired wheels and provide slanted shelves to hold the lamps. Be sure to check plant and lamp dimensions to see the dolly will hold the lamps and can be readily pushed through production aisles, doorways, etc.

Direct the foreman to report lamp failures twice a day—early in the morning and after lunch. The engineer can then make replacements after burn-outs are reported. This arrangement saves time and improves light in the production areas and offices.

Don't discard lamps that still burn brightly. Save them for use in fixtures that are easily reached, like shop benches, locker rooms. Group replacement pays where burn-outs slow production or cause other troubles.

A.I.L. News

Convention Plans

Preliminary program plans for the AIL's sixty-eighth annual convention, to be held in Philadelphia November 17-20, have been announced.

An "Early Bird Conference" is scheduled for Thursday morning, November 17, in the ballroom of the Drake Hotel. Sessions for the remaining three days will be held mornings in the South Exhibition Hall of the Commercial Museum. Afternoons will be left free for laundrymen to see the exhibits, which open on Friday.

Entertainment plans for this year's convention include the "Get Together Party" that proved so popular in Atlanta last year. It will be held Thursday evening. Two full days of entertainment for the ladies are planned for Friday and Saturday, with the annual dance and floor show for all topping off the program on Saturday evening.

Many opportunities for sightseeing and entertainment are offered by Philadelphia, which is rich in historic sights and well equipped with museums, legitimate and movie theaters and sports stadiums.

Courses Filling Up

The American Institute of Laundering, Joliet, Ill., is offering five two-week courses, in 10 consecutive weeks, for professional laundry personnel.

There are no age, education or experience requirements necessary for students enrolling in the laundry education course. However, registration preference will be given to 10-week students. The enrollment is limited to 32 students.

The five two-week subjects offered are: laundry identification and washing, September 6-16; laundry finishing, September 19-30; laundry sales and advertising, October 3-14; laundry office operations, October 17-28; and general laundry management, October 31-November 11.

In addition to the classroom work, all students in each subject will do practical work in the AIL laundry.

The entire program of education and training is under the direction of Cecil H. Lanham, AIL's director of education. Instructors are Institute staff members from the different departments.

Tuition for the full 10-week course is \$325, for each two-week subject \$85. The complete program or any one or more of the two-week subjects are approved by the Veterans' Administration for benefits under the GI education law.

Twenty students have enrolled for the complete 10-week course. There is room for only a few more enrollments in the first two courses, identification and washing (starting September 6), and laundry finishing (starting September 19). Registrations total about 20 students in sales and advertising, laundry office operations and general laundry management.

For further information write to the Director of Education, American Institute of Laundering, Joliet, Ill.

Large Exhibit for 1955 Convention

Some 39,980 square feet of exhibit space have been reserved by 160 exhibitors for the equipment and supply exhibit at AIL's national convention in Philadelphia in November 1955. Only 6,720 square feet of exhibit space are still available. This will be the last large convention exhibit until 1957.

Reservations for exhibit space are in charge of Rodger Jackson, Laundry and Cleaners Allied Trades Association, 95 Liberty St., New York 6, N. Y.

AIL Breaks Ground for Drycleaning Department

Plans of the AIL called for construction of its new drycleaning department to start last month. The addition of the new department will involve the construction of two small additional buildings. One building, to serve as a laboratory laundry, will be built in extension to the present Seal Laboratory.

A second building will serve as the petroleum solvent cleaning room. The progress of the work depends on the fact that laundry equipment used by the Certified Wash-

what's your hot water IQ?

You wouldn't leave a water faucet running all night . . . or all your lights on in an empty plant. Yet some laundry owners are letting lots more of their profits slip away through heat loss in waste hot water.
Are you? Take this quiz to see how you stand

1. How much would you say the average laundry spends on fuel?
 - (a) less than 1% of total costs
 - (b) 2%
 - (c) more than 2½%
2. What's the average laundry's operating profit before taxes?
 - (a) 10%
 - (b) about 8%
 - (c) 4¾%
3. Putting in an efficient waste water heat reclaimer can cut operating costs—
 - (a) less than 10%
 - (b) about 20%
 - (c) up to 40%
4. With a heat reclaimer geared efficiently to your operation you can frequently reduce total wash room hot water demand—
 - (a) about 1/10th
 - (b) 1/5th
 - (c) more than 1/3rd
5. You're interested in handling more business without big capital investment. Laundry waste water heat reclaimers can pay for themselves in a time as short as
 - (a) 4 years
 - (b) 2 years
 - (c) 1 year or less



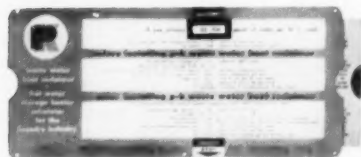
If you ticked off answer c on each of the questions, light up a cigar—you're a hot water expert! . . . (and you're probably already using **p-k** waste heat reclaimers in your plant).

Yes, it's true . . . in the average laundry hot water heating represents more than 2½% of total operating costs. Compare this with the 4¾% annual operating profit that the average laundry makes, and it's not hard to see where bigger profits must come from!

To widen profit margins and narrow operating expenses, smart laundry men turn to **p-k**

waste water heat reclaimers. A **p-k** can cut fuel costs *up to 40%* . . . can raise the heating capacity of your present boilers and equipment *more than one-third*. Think of what this means in terms of that new business you'd like to take on, but didn't think you could. Easy to finance, because it's such a practical investment, a **p-k** heat reclaimer frequently pays for itself *in less than a year!*

Need more proof? Send today for your *free p-k Calculator*, which shows how you'll save between 500 lb. and 8,000 lb. of steam per hour, depending on the number of pounds of laundry you process each week. Worth a 3¢ stamp, or a post card? You bet it is!



*Here's the handy, free **p-k** Calculator that will show you just how a **p-k** heat reclaimer will profit your plant. Send for it today.*

The Patterson-Kelley Co., Inc., 180 Wilson Avenue, East Stroudsburg, Pa.

PATTERSON-KELLEY

Offices: 101 Park Avenue, New York 17 • Railway Exchange Building, Chicago 4 • 1700 Walnut Street, Philadelphia 3 • 96-A Huntington Avenue, Boston 16 • and other principal cities

August 15, 1955

73

LOWER PRICES BETTER TERMS ON ALL INVERSAND ZEOLITE WATER SOFTENERS

Now Effective

- 1—New Inversand Softeners—all sizes—all capacities, manual or automatic.
- 2—Conversion of present softeners to automatic.
- 3—A refill of Invercarb resinous zeolite to increase flow 50% and capacity up to 10 times
- 4—Some good fully guaranteed rebuilt units.

Inversand Softeners
on the market for
over 30 years. Over
3000 installations.

HUNGERFORD & TERRY, INC.
Clayton 8, N. J.

Send for
Bulletin 15-1
and full details
Phone: Tulip 1-3200

able Seal Laboratories must be kept in operation. Laboratory finishing equipment cannot be moved until the new laboratory is completed.

Current plans call for the drycleaning department to be operating by the beginning of 1956.

Awards for Allied Trades Ads

The American Institute of Laundering announces that it is planning to present at its national convention, to be held at Philadelphia in November, "Awards of Recognition" to allied trades firms which during 1955 have advertised the laundry industry and its services to the general public.

The awards will be given to those firms which sponsor advertising programs aimed directly at the family laundry market for the purpose of building laundry sales. Allied trades firms which have participated in such programs are urged to send the AIL a complete description of any advertising programs originated by their companies.

A letter requesting this information will be mailed by the AIL to allied trades firms in the near future.

Special Laundry Calendars

Special calendars, designed from a laundryman's point of view and produced by Kemper-Thomas Company in co-operation with the American Institute of Laundering, are available again for 1956.

The 1956 calendar is designed to stimulate consumer interest in laundry goods and services. It shows the housewife how she can enjoy more free time by using the economical services of her neighborhood laundry. The copy follows this general theme by stressing the ways that laundry services help preserve the original beauty of fabrics

and describing the professional training, equipment and know-how available through proper professional techniques.

More information can be obtained through the Kemper-Thomas Company, Cincinnati 12, Ohio, or through one of its sales representatives.

German Launderer Visits



Ernst Rethwisch (left), Hamburg, Germany, president of the professional launderers association in Western Germany, is shown modern U. S. laundry equipment in action by Mrs. Lucille Kuempel, a supervisor in the laundry department of the AIL plant at Joliet, Ill. Mr. Rethwisch is an officer of Burmeister, Oszmer & Co., the largest laundry firm in Germany. According to Mr. Rethwisch, his plant employs 860 persons and processes 9,000 shirts daily.

2 GREAT
.....
FOR LAUNDRIES

MONEY
SAVERS

NATCO TANKLESS Water Heater

NATCO Waste Water Reclaimer

All sizes. Thousands in use since 1946.

NATIONAL COMBUSTION COMPANY

101-06 43rd Ave., Corona 68, N. Y.

AIL Campaign Secures New Members

Although the AIL's "Partners in Progress" membership campaign formally closed April 30, many of the cooperating allied tradesmen continued to earn honors during the month of May. Final results showed that more than 100 allied tradesmen representing 40 different companies received credit for one or more new members during the campaign.

Then President Edwin W. Pearce praised the achievements of the campaign and issued a special statement of appreciation to all who cooperated in securing 656 new members during the campaign.

The purpose of the membership campaign was to broaden the base of AIL membership, to strengthen the industry's voice in Washington, and to make new practical research and services possible for all members.

New CRI Laboratories

A research pilot plant is being erected to the rear of the existing building of the Canadian Research Institute of Launderers and Cleaners. It is planned to provide adequate facilities for practical and fundamental research into the laundering and cleaning processes as well as to provide facilities for pretesting of textiles under the Seal of Approval program.

The building will be two stories high but with footings to accommodate three stories. The petroleum solvent plant, synthetic plant, laundry facilities, suitable finishing equipment and call office will be housed in this new building.

One of the functions of the new pilot plant will be to check on the serviceability of the launderable and cleanable textiles used by the Canadian public and to make known the findings. This will help CRI to keep unserviceable materials off the Canadian market, to encourage the manufacturer of serviceable materials, to increase the prestige of the laundry and cleaning industries.

The practical research will be designed to improve the technique of drycleaning and laundering. The basic research is designed to increase the knowledge of the mechanism of the detergent operations of laundering and cleaning and to apply, whenever possible, the information obtained on a practical level.

Paris Laundry Exhibit

Laundryowners who are planning trips abroad and will be in the vicinity of Paris at the proper time may be interested in attending the laundry exhibit to be held in that city September 8-19. The exhibit will be held at the Parc des Expositions, Halles Pasteur, Porte de Versailles, Paris, France.

August 15, 1955



THIS HEAVY-DUTY Worthington air compressor will give many extra years of reliable service.

**You can save up to 10%
in power costs with the
right compressor!**

... and since yearly power costs often equal the original air compressor purchase price, a 10% saving means your compressor pays for itself through power savings alone in ten years.

And saving you money is where Worthington air compressors shine. The Worthington Feather Valve®, the most efficient and durable valve made, is just one of the reasons a Worthington laundry air compressor is easier on your budget.

We'll be glad to send you helpful hints on selecting your laundry air compressor. Write to Worthington Corporation, Section PC.5.13, Harrison, N.J. PC.5.13



FREE fact folders tell you how Worthington air compressors save you money.

WORTHINGTON



Monobloc Centrifugal Pumps •
Frame Mounted Centrifugal Pumps

Air Compressors •
Steam Pumps

NEW PRODUCTS and LITERATURE

Divco Introduces New Dividend Truck



The pilot model of the new Divco Dividend Series Truck, to go into production this month, was unveiled at a press conference in Detroit on August 2.

"This new Divco series is unique in that it will be the only complete truck specifically designed for multistop delivery of items other than milk," said Roy Sjoberg, vice-president in charge of sales.

A full program of market research and field reaction testing was incorporated in the engineering of this new "Dividend" unit. Different in appearance, the custom low-body walk-in truck is especially designed to meet all requirements for multistop delivery by laundries, drycleaners, carpet and rug cleaners and similar delivery operations.

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention STARCHROOM LAUNDRY JOURNAL.

G. E. Muma, Divco president, pointing out that since 1927 the Divco Corporation has built a reputation in the manufacture of retail delivery trucks, stated that the company will be entering a new field consisting of numerous new markets.

The new Dividend model will be made in 130-inch wheelbase size with 12-foot body and 115-inch wheelbase with 10-foot body. It is said to provide maximum load for least occupancy of street and garage space.

The new vehicle incorporates the latest technical improvements. It is a "forward control" type of unit affording the driver wide, deep windshield and visibility exceeding 200 degrees. Added safety has been achieved by increasing driver vision, almost to street level, immediately in front of the vehicle. The 130-inch wheelbase pilot model weighs 5,800 pounds and has a GVW of 7,000 to 12,000 pounds depending on tires and springs, is 18½ feet long and has an over-all height of 108 inches. Inside dimensions of 76-inch width and 73-inch height permit unusual load capacity, and a specially constructed press-swivel driver seat makes for driver comfort.

The new truck is powered by a Divco Super 6 engine with

4-speed synchro-mesh transmission. Other features include extra rugged chassis, low steps and ease of accessibility for maintenance. Such items as flat floor, drop-aisle floor or split-level floor; insulation and refrigeration systems; dual rear wheels; bulkhead doors; heater; governor; various types of wide-opening rear doors, and other options and accessories will be available for this new Divco series. The truck can also be purchased with tubeless tires without additional cost.

Divco Corporation has its headquarters at 22000 Hoover Road, Detroit 5, Mich.

New Diamond Washroom Digest

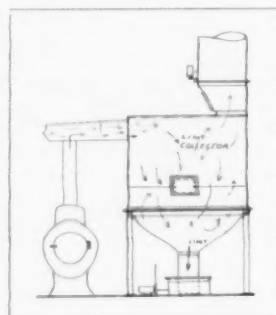
The current issue (July, August, September) of the Diamond Washroom Digest has information on ways to improve washing procedures for viscose and cuprammonium rayon fabrics.

Rayon production and laundering are reviewed in the 16-page booklet, a technical service bulletin published quarterly by Diamond Alkali Company, Cleveland, Ohio.

The bulletin, written in simple, nontechnical language, traces the manufacture of man's first synthetic fiber from raw material through the finished product, discusses the critical quality-control factors involved, spotlights rayon's physical properties and chemical characteristics, and gives a number of time-tested tips and helpful hints on its laundering.

Copies of this "rayon review" are available on request. Write to Diamond Alkali Company, 300 Union Commerce Building, Cleveland 14, Ohio, and request Volume 3, No. 3, of Diamond Washroom Digest.

Lint-Collector Bulletin



A new two-page bulletin showing the simplified operation and details of installation of its newly designed Lint-Collector System has been released

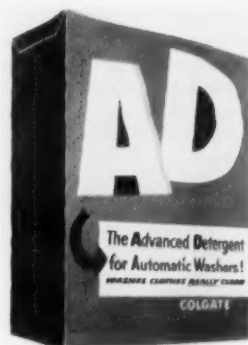
by the manufacturer, Eastern Cyclone Conveyor Systems, Inc., Clifton, N. J.

A schematic diagram shows how the standard lint collector operates within four size capacities—8,090 c.f.m.-22,300 c.f.m.—to collect lint from any number of tumblers. Advantages, such as reduced drying time, elimination of shut-downs, and man-hour savings per day, are explained fully.

Featured is a dimension drawing showing complete assembling details for specification and installation requirements, as well as a separate ordering work sheet supplied the reader to determine complete specifications for the individually installed unit.

Description and operation of this lint-collector system suggest further applications in varied fields, or wherever lint and lightweight contaminants must be cleared from work areas safely, quickly and efficiently.

New Colgate Detergent



Colgate-Palmolive Company has introduced a new, low-sudsing detergent, AD, designed for automatic washers. The new detergent is being introduced nationally with a heavy advertising schedule in television and newspapers, both dailies and Sunday supplements.

AD has special new low-sudsing qualities that will serve as a "signal" to consumers as to proper amounts to be used in launderings, as an aid against clogged pipes and general inefficiency caused by high-sudsing detergents.

AD is packaged in an attractive box and is available in two sizes, large and giant.

Product for Oil-Treating Linens

Penn-Drake Linen Oil, a new product for oil-treating of linens during the laundry process, has been developed by

Cissell
gives you
tumblers
with
NO-SAG
BASKETS

You want tumblers built to take punishment, day-after-day. And that's what you get from Cissell! Cissell Tumblers are specially designed to eliminate strain. On 42" x 42", ribs fastened individually at each end—no thru

bolts. 2" shaft on 42" x 42"; 1 3/8" shaft on 36" x 30", 36" x 18", and "Twin". Constructed to permit quick removal of basket without disturbing drive or bearings . . . heavy ribs for extra rigidity.

Here's a basket built to take the load, without need of auxiliary supports. Consult your jobber for the complete story!



Patent Applied For

W. M. CISELL MANUFACTURING CO., INC.
 831 S. First St., P. O. Box 1143, Louisville, Ky. Pacific Coast
 Office: 4823 W. Jefferson Blvd., Los Angeles. Foreign Dis-
 tributors: write Export Dept. Cable Code: CISELL.

Consult Your Jobber



CISSELL TUMBLERS

LAUNDRY

Double Basket "TWIN" — Single Basket 36" x 18", 36" x 30", 42" x 42"

DRYCLEANING

Single Basket 36" x 18", 36" x 30", 42" x 42"

Pennsylvania Refining Company.

Linen Oil is added to the linen at the washing stage.

The new product is said to eliminate rolling on the flatwork ironer, to reduce washing and extracting time, and to simplify handling at various steps. In addition, the manufacturer states that the linens benefit because of greater softness, extended service life and reduced lint.

Penn-Drake Linen Oil is detailed in a new 4-page bulletin which includes information on how the product is used. Copies of the bulletin may be obtained from the Pennsylvania Refining Co., Butler, Pa.

Hoffman Display Streamer



Designed to increase the volume of hot-weather trade, a new window display streamer promoting the value of professional cleaning and laundering of summer clothes has been prepared for distribution to plantowners by the U. S. Hoffman Machinery Corporation.

The new window display streamer bears the message "Your Cleaner Is Summer Clothes Best Friend." The two-color streamer is the second of a series offered by the company as a service to the industry.

The hard work involved in the old-fashioned methods of hand cleaning and pressing of summer clothes is illustrated on the front of the streamer. Shown in contrast on the reverse side are the modern machines used in today's professional laundry and cleaning plants.

The streamers are available by writing the U. S. Hoffman Machinery Corporation, 105 Fourth Ave., New York 3, N. Y., or from any Hoffman dealer.

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letter-head. Be sure to mention STARCHROOM LAUNDRY JOURNAL.

New Boyertown Bodies



A new series of delivery bodies built by Boyertown Auto Body Works, Boyertown, Pa., has been designed to mount on the new forward-control stripped chassis. Greater load-space with an increased interior width of 74 inches has been provided. The driver's compartment has been enlarged and the windshield has been increased by 626 square inches.

The newly designed front provides minimum weight, easy repairability and replacement of parts. Engine accessibility has been improved both through the large radiator access door and removable grille panel, and the removable engine cover and floor plates inside the cab.

Among the new options available are aluminum interior and exterior sheets in lieu of high-tensile steel sheets.

Liqua-Dispenser Unit



Liqua-matic, a new fully automatic liquid dispenser, has been designed by Marshfield Manufacturing Corporation, 27-01 Bridge Plaza N., Long Island City 1, N. Y. It is now being introduced through laundry suppliers for use in automatic laundries on 8- and 9-pound automatic washing machines.

Liqua-matic automatically adds 1 ounce of liquid fabric softener, bleach or blueing to the last rinse. The reservoir holds enough for about a week's washing. For crisp fabrics, a switch can eliminate the softener.

The unit, attached to the wall or washing machine, measures 11 1/8 inches high, 5 inches wide, 4 1/2 inches deep. The 16-

gauge metal is finished in a white high-gloss baked enamel.

Liqua-matic uses the regular 110 current supplied to the washing machine, hooks up to the timer and has a polyethylene tubing and reservoir lining to avoid corrosion.

Calgon Offers Zeo-Kit



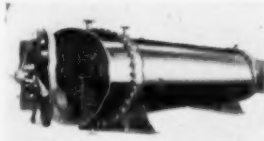
The hardness of water delivered by home or industrial water softeners can now be measured to the nearest 0.2 grain per gallon in a one-minute on-the-spot test. A new pocket-size "Zeo-Kit" makes possible quick determination of when the softeners need regenerating.

Contained in a white plastic box that measures 4 3/8 by 1 3/4 by 1 inch, the 3-ounce kit consists of a glass vial and a dropper bottle holding one ounce of softener reagent which is sufficient to make 140 tests on water averaging 0.5 grain per gallon.

When the reagent is added, the water sample turns first red, then blue. The number of drops of reagent needed to turn the sample blue determines the hardness of water.

Complete details of the Zeo-Kit are given in a new bulletin 7RE55, available without charge from Calgon, Inc., 323 Fourth Ave., Pittsburgh, Pa.

Heat-Exchanger Door



The Patterson-Kelley Company, Inc., has developed a new self-seating, quick-opening door which considerably reduces the time required to open heat exchangers, autoclaves, sterilizers and other pressure vessels.

Taking about 5 seconds to open, the p-k Lever-Lock Door

is locked and unlocked by means of bars. Standard exchanger doors are normally bolted closed, and require an hour or more to take off and put on.

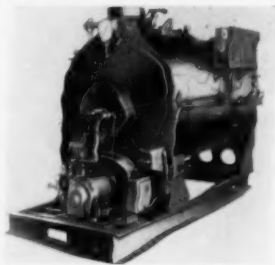
The new door is particularly suited for use on heat exchangers that carry high-fouling liquids and require frequent entry for cleaning and inspection. It is capable of withstanding temperatures from -70° to 400°F, and pressures ranging from full vacuum to 300 p.s.i.

The bars on the door are inserted into and withdrawn from fittings in the vessel by a hand-operated lever which is located at the center of the door and opens with a turn of 60 degrees and with about a 15-pound pull. The door can be swung open manually or by means of a pneumatic cylinder.

The Lever-Lock has a tight-fitting closing gasket and automatically seats itself when closed. A mechanical lock safety device prevents the door from being opened while the vessel is under pressure. It can be used on either horizontal or vertical installations; in vertical operation, a pneumatic lifting mechanism is required, since large models of the door weigh nearly 300 pounds. The doors are designed and fabricated to meet all code requirements.

For further information, write to The Patterson-Kelley Co., Inc., 10 Lackawanna Ave., East Stroudsburg, Pa.

New Small Cyclotherm



A new 40 hp. steam generator that is 83 1/4 inches long, 57 3/4 inches high, and 36 1/2 inches wide at the skids has been designed by Cyclotherm Division of National-U. S. Radiator Corporation, Oswego 9, N. Y. The new package unit, said to maintain an efficiency of 80 percent or better, delivers 1,380 pounds of steam per hour and has an output of 1,340,000 B.t.u. per hour. Standard design pressures are available from 15 to 200 p.s.i. The new boiler burns oil, gas or a combination of oil and gas.

Completely automatic in oper-

1,400 crash landings a minute...



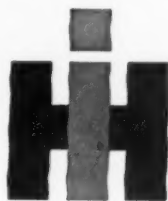
Here's a beating your truck will never have to take. This INTERNATIONAL Truck is pounding over the Belgian Block course . . . a torture track so bumpy that, at only 12 miles per hour, it slams wheels up and down 1,400 times a minute—so rugged that drivers are replaced every 20 miles of the 400-mile test.



You save the BIG money in multi-stop delivery with all-truck built INTERNATIONALS. 22 models with famous, long life METRO®, METRO-LITE or METROETTE bodies in GVW ratings from 3,400 to 16,000 lbs. and body capacities to 465 cubic feet.

**All-Truck Built
to save you
the BIG money!**

Top TV Comedy! Ronald Colman and Benita Hume in "The Halls of Ivy," CBS TV. See your paper for date, time and channel.



to save you the BIG money

We torture INTERNATIONAL Trucks this way to be sure that sheet metal, cabs, springs and all running parts will stand up longer. So that our trucks will have utmost roadability, minimum wheel fight, maximum comfort. It's all a part of INTERNATIONAL engineering and design to save you the BIG money—the operating and upkeep money.

INTERNATIONAL engineers are never called upon to adapt passenger car engines or components. They design INTERNATIONALS with extra margins of strength—build them to save you the BIG money in the long run.

Yet with all this all-truck extra value, INTERNATIONALS are competitively priced. Let your INTERNATIONAL Dealer or Branch show you the right INTERNATIONAL for you—all-truck built to save you the BIG money!

INTERNATIONAL HARVESTER COMPANY • CHICAGO

INTERNATIONAL[®] TRUCKS

International Harvester Builds McCORMICK® Farm Equipment and FARMALL® Tractors... Motor Trucks... Industrial Power... Refrigerators and Freezers



Save Money

*Pre-tested for
Performance*

Reduce Floor Wear
to a minimum.
Increase efficiency
of employees.
Eliminate wracking
of equipment.

*They Give Many More
Years of SERVICE ..*

DARNELL CASTERS & WHEELS

RUBBER TREADS . . . a wide choice of treads suited to all types of floors, including Darnelloprene oil, water and chemical-resistant treads, make Darnell Casters and Wheels highly adapted to rough usage.

RUST-PROOFED . . . by the Udylite process, Darnell Casters give longer, care-free life wherever water, steam and corroding chemicals are freely used.

STRING GUARDS . . . Even though string and ravelings may wind around the hub, these string guards insure easy rolling at all times.

LUBRICATION . . . all swivel and wheel bearings are factory packed with a high quality grease that "stands up" under attack by heat and water. Zerk fittings are provided for quick grease-gun lubrication.

192 pages of helpful information...
a book that should be in your files.



Free Darnell Manual

DARNELL CORPORATION, LTD.

DOWNEY (LOS ANGELES COUNTY) CALIFORNIA
60 WALKER STREET, NEW YORK 13, NEW YORK
36 NORTH CLINTON STREET, CHICAGO 6, ILLINOIS

ation, the new Cyclotherm unit can be installed anywhere that fuel, water and electricity can be supplied, requiring no special foundation or stack.

3-D Plastic Letters

Micro Sign Products, 2909 Santa Monica Blvd., Santa Monica, Calif., has introduced its Micro Sign 3-dimensional plastic letters and numbers which are available in six sizes, ranging from 1/4 to 2 inches, and in eight colors. They are used to produce professional-looking display and price cards, desk plates, door plates, name and address panels, and other specialized signs.

Once the plastic letters have been arranged in place, one drop of Micro Magic Solvent, touched to the edge of each letter or number, will fuse it to paper, wood, fabric, plaster or any porous surface. On painted walls, glass, metal or any non-porous surface, Micro Magic Cement provides adhesion.

The three-dimensional plastic letters and numbers are available, depending upon size, in standard, modern or condensed type styles.

Aluminum Delivery Body



Dayton T. Brown Inc. is producing an all-aluminum delivery body, which requires a completely stripped Ford P-350 parcel delivery chassis including seat, according to Frank A. Slocum, sales manager, truck division.

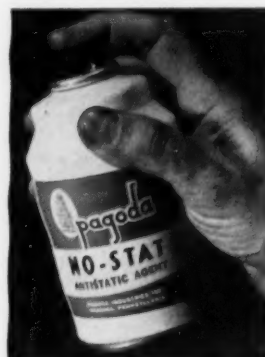
The major features of the new model, Airvan 126, are: heavy-gauge aluminum alloy construction; 2-cubic-foot storage compartment; one-piece aluminum floor with over 68

square feet of load area on extra heavy gauge; one-piece aluminum alloy roof; 6 feet inside height; 15 square feet of up-front desk area, and nonglare windshield.

The side doors slide on overhead roller-bearing tracks with a 30-inch wide opening. Wide rear doors lock in open position. The driver's seat is adjustable and can be folded away under the steering wheel.

For further information, write Dayton T. Brown Inc., 1305 Strong Rd., Copiague, N. Y.

New Antistatic Spray

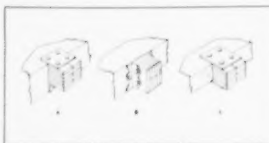


A new antistatic agent called No-Stat takes care of fly-away or unmanageable clothes produced by static electricity with one spray from the spray can on the fabric, the manufacturer claims.

The product is said to be harmless to textiles and safe to use. It is effective on nylon, dacron, rayon, wool and dynel fabrics. The one application will last for several weeks or until washed or cleaned from the fabric. Fabrics treated with No-Stat will not pick up lint or dust or cling uncomfortably. The spray can weighs 16 ounces.

For further information, write Pagoda Industries, Inc., Ninth St. at Oley, Reading, Pa.

New Truck Bumpers



Rubber-coated fabric truck bumpers, capable of being mounted anywhere on a truck body to prevent damage to trucks, buildings or loads, are being manufactured by Bumpers, Inc., of East Cleveland, Ohio.

The Flex-O-Rubber truck bumpers are available in three

YOUR REQUEST

For further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention STARCHROOM LAUNDRY JOURNAL.

designs: Style "A" is for truck bed platforms and I. C. C. frames. Style "B" is for truck bed platform corners, and Style "C" is used on I. C. C. frames.

The company also manufactures dock bumpers to complement the truck bumpers. Additional information can be obtained by writing to Bumpers, Inc., 1875 Forest Hills, East Cleveland 12, Ohio.

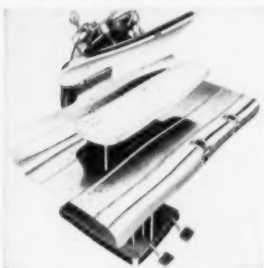
Perc-Computer Offered

A new computer is being offered by the John P. Lynch Company which gives the dry-cleaner in one simple setting the cost per 100 pounds of clothes cleaned in perchlorethylene solvent. It also simplifies solvent cost accounting on the basis of dollars per 100 pounds of clothes cleaned.

The Perc-Computer is offered free with the purchase of either the 6-package carton or 12-bottle case of B-X. A coupon redeemable for one Perc-Computer will be found in all B-X cartons or bottle cases. This computer is not offered for sale.

The coupon for each computer desired should be sent to the John P. Lynch Co., 1401 16th St., San Francisco, Calif.

Prosperity Redesigns Press



The Prosperity Company, Inc., Syracuse, N. Y., has announced new advancements in its complete line of EZD models.

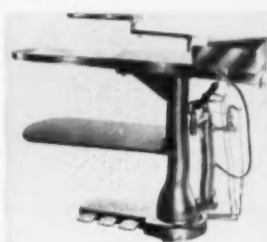
The new process gives faster and safer finishing of heat-sensitive synthetics and mixtures, as well as all wools, silks and cottons, according to the manufacturer.

The new models, Prosperity claims, eliminate moire, puckering, steam marks and glazing

or fusing of synthetics, and avoid button seam and zipper imprints.

Other features of the mechanically new EZD models provide even, diffused top steam and controlled temperature; smooth and positive control of bottom steam in any volume; smooth, quick-operating and vibrationless hydro-check, and simplified air hook-up. A muffler accessory is offered to insure quiet operation.

New Hoffman Spotting Board



A new stainless-steel spotting board which offers an immediate choice of wet or dry steam via a patented monodual valve and provides up-steam from the board has been announced by the U. S. Hoffman Machinery Corporation.

The new spotting unit is equipped with vacuum drying and a sleeve attachment. The stainless steel top is both acid- and alkali-proof and has a removable section which can be shifted or removed to control and concentrate the vacuum.

A petcock drain valve makes it unnecessary to dismantle the tray for draining. The unit also features stainless-steel stems and seats for valves, the latter of which are easily interchangeable. Over-all stability of the board is the result of newly designed and heavier castings.

The spotting board is also available, in limited number, with pushbutton controls mounted on the handle of the gun. Foot pedals have been completely eliminated.

Further information can be obtained by writing U. S. Hoffman Machinery Corporation, 105 Fourth Ave., New York 3, N. Y.

Fall Meeting in Massachusetts

The Massachusetts Laundryowners' Association, Inc., has announced plans for a fall meeting to be held at Rockland, Me., September 11-14.

The meeting will be held at the Samoset Hotel where golf, boating, swimming, tennis and fishing will be available as part of its planned social program.

Stadham

PRESS PADS & COVERS

You'll find a style for every type and make of press . . . for every requirement. Their use helps immeasurably to obtain quality pressing . . . better fabric finishing. Stadham, the originators of treated nylon press covers, has improved the exclusive "treatment" formula so that now

STAD-SPUN and STAD-TEX

press covers have longer wearing qualities. Plants across the nation attest to getting up to 37% extra wear.



Says the
Stadham
'cover'
girl

Write your
distributor for a
Stadham Glossary defining
the various
types and uses of
Stad-Spun and Stad-Tex
Press Covers.



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COMPANY INC. • HEXAGON DIVISION
1825-31 N. 20TH ST. PHILA. 21, PA.

NEWS

from the

ALLIED TRADES

Velva-Soft Wins Two Advertising Awards



The advertising of Velva-Soft, a product of Armour and Company's Industrial Soap Division, recently won two coveted industrial advertising honors, the Putnam and the Topper Awards.

The Putnam Award was presented to Howard H. Dismeier, industrial advertising supervisor, and Gilbert E. Banks, product advertising supervisor, at a presentation dinner held in New York on May 26. The award, sponsored by the Putnam Publishing Company and the National Industrial Advertisers Association, is for "the best use of industrial advertising and the best documentation of such use in making more effective selling of product or services to industry."

Shown at the presentation dinner in the photograph above are, left to right: J. R. Herd, Armour's Soap Division general manager; Russell L. Putnam;

Howard H. Dismeier; Gilbert E. Banks, and J. S. Doyle, account executive of the Foote, Cone & Belding advertising agency.

The Topper Award is sponsored by the National Industrial Advertisers Association for "the best use of industrial advertising in selling behind the consumer to help sell the users of their services or products."

The Velva-Soft promotion achieved this objective by converting the product, with a history of sales failure extending over three years, into a profitable item in late 1954 and fiscal 1955, and by interesting jobbers throughout the country in handling the product. Sales were increased 750 percent of sales budget for fiscal 1954. Distribution of a "Profit Package" of sales aids was supported by an aggressive advertising campaign in the leading trade journals in the laundry field.

Tingue, Brown Holds Southern Meeting



Regional coast-to-coast sales and production men of Tingue, Brown & Co., New York, N. Y., recently held a week of meetings and inspections at the company's Atlanta, Ga., mill and offices.

The group met with department heads in a study of the laundry-fabric manufacturing process. The development and field testing of new products and the standardization of established lines were discussed.

Ideas were exchanged and a discussion held on the recent developments and trends in the laundry operator field.

West, Rocky Mountains and the Southwest, in addition to four Canadian provinces.

Diamond Staff Changes

Five assignment changes in the field sales and service organization of Diamond Alkali Company have been announced by W. H. McConnell, vice-president of sales.

Robert R. Wood, a member of Diamond's New York sales staff since January 1949, has been promoted to special staff assistant in the Cleveland sales department. His successor in New York will be C. Robert Powell, who has been transferred from Cincinnati, where he is being succeeded by Charles H. Gillespie as sales representative in the Louisville, Ky., area.

Charles B. Kayser, on Diamond's Cincinnati sales staff since May 1948, will now represent the company at Columbus, Ohio.

Louis P. Lambros, formerly of Diamond's Central Order Department at Cleveland, has been named to succeed Mr. Kayser in Cincinnati.

Permutit Appoints Taylor



GEORGE W. TAYLOR

The Permutit Company, New York, N. Y., has announced the appointment of George W. Taylor as chemical research engineer in the Special Applications Department. He will devote full time to the application of ion exchangers and equipment in fields other than water conditioning.

Mr. Taylor received his Bachelor of Science degree in chemical engineering from Princeton University in 1948. After receiving his Master's degree from Lehigh University in 1951, he was engaged in the research and development of friction materials.

Wichita Appoints Knight



DON KNIGHT

Don Knight has been appointed Western regional sales manager for the Wichita Precision Tool Company, Wichita, Kans., according to an announcement by R. A. Hamilton, general manager.

Mr. Knight has had 22 years of sales and service experience on local, regional and national levels. For 18 years he has operated his own appliance business.

Los Angeles will be the headquarters for the Western Division sales office of the Wichita Company. Mr. Knight will travel the 14 states of the Far

New Detrex Plant

Production has started at the new \$1,500,000 plant of the Detrex Corporation in Bowling Green, Ky. The new plant will produce the firm's line of drycleaning equipment, including the Coronet, Monarch and Ambassador drycleaning machines, the Synth-O-Saver and the Detrex and Stedy-Flo filter system. Other Detrex plants are located in Detroit; Tacoma, Wash., and Ashtabula, Ohio.

The new plant adds 100,000 square feet of floor space to the company's manufacturing facilities. The production area in the Detroit plant, formerly devoted to the manufacture of drycleaning equipment, will be used to expand facilities for production of industrial equipment. By means of a gradual changeover no production will be lost, it was announced. P. H. Richey will be in charge of the new plant.

A preview of the Bowling Green plant was given to employees and residents of the

12

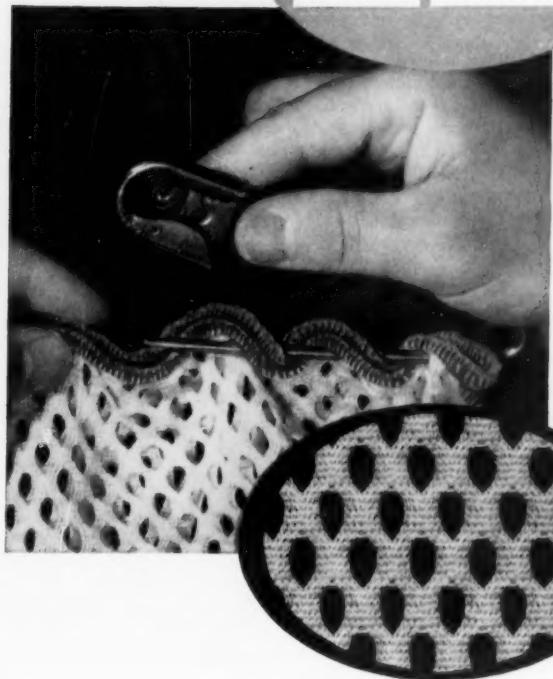
REASONS WHY

The Original

Callaway

Knitted Nylon
Callanet

ANSWERS ALL YOUR "NET" PROBLEMS



1. Provides streamlined, lightning-fast pinning.
2. Pin punctures disappear.
3. Day-light mesh that won't "fog up"—lintless.
4. Free passing of insolubles.
5. Suction action—cleaner, whiter loads.
6. Faster dumping without reversing.
7. Low absorption—very little to extract.
8. More pounds per wheel—bigger pay loads.
9. Labor saving—time saving—space saving.
10. Thickest "bleach-resisting" yarn.
11. Long lasting—dollar saving.
12. Available in solid colors or with colored overedging.

For economy's sake—compare our laundry net prices by weight

In use by America's leading laundries from coast to coast. Be sure you get all the profitable facts. Contact your Callaway Representative for more information about CALLANET—the laundry net that's made the way *you'd* make one.



*Reg. U. S. Pat. Off.

Callaway Mills INC.

SALES SOLICITORS

295 Fifth Avenue, New York 16, N. Y.

Chicago 54 • Boston 11 • Detroit 1 • Atlanta 3 • Akron 8
San Francisco 3 • Los Angeles 12 • Dallas 7

Towel Ensembles • Rugs and Carpets • Laundry Textiles • Terry Mats

Staley's BETTER LAUNDRY PRODUCTS



New Staley CREST Laundry Starch

—companion to famous CROWN Starch—The only 8 oz. laundry starch with these features *at no extra cost!*

- 1 Contains Sta-Fresh . . . to give your customers' laundry that wonderful "Sunshine Freshness." Insures pleasant working conditions and neutralizes offensive odors.
- 2 5 minute cooking time . . . New Crest Laundry Starch cooks smooth in just 5 minutes, saves you time, work, and money.
- 3 Non-congealing . . . guaranteed to hold even fluid consistency until used.
- 4 Bluening scientifically added . . . in just-right amount to give true, sparkling, whiter whites . . . reduces bluing losses—will not separate.
- 5 Transparent . . . can't "mask" colors, gives super-smooth finish *without* smears.
- 6 Scientifically lubricated . . . made to a new formula. Gives easier handling, better results.
- 7 Economical 8 oz. starch . . . won't lump or settle, gives better, lower cost starching.

Perfected by the
A. E. Staley Mfg. Co.,
Decatur, Ill.

"World's Largest Supplier of Starch
to Professional Laundries."



area at an open house on June 25. Management officials from the main office in Detroit who attended included Robert A. Emmett, Sr., co-founder of the concern with A. D. Crandall and now chairman of the board; A. O. Thalacker, president; E. W. Allison, secretary-treasurer; Robert A. Emmett, Jr., works manager; G. C. Van De Reit, controller, and T. K. Haven, vice-president.

The corporation had its beginnings in 1920 in a small garage at Detroit, where it produced an alkali cleaner. It soon expanded with purchase of a liquid rust remover, in 1924

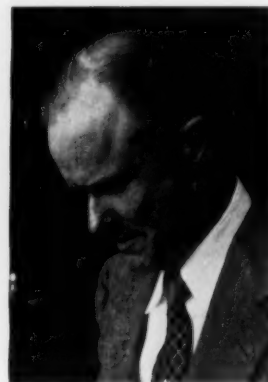
perfected the spray cleaner process for the metal cleaning industry, and in 1937 developed a process for solvent degreasing. It entered the chemical field to produce the chemicals to go with its growing line of metal cleaning equipment.

Shortly before World War II Detrex decided to enter the fast-growing drycleaning field. Convinced that the future of that industry lay in cleaning with synthetic or chlorinated hydrocarbons, Detrex designed a new line of drycleaning machines to use perchlorethylene and also began to produce this chemical.

Wyandotte Announces Two Promotions



MAURICE G. KRAMER



JOHN J. CRAMER

Maurice G. Kramer has been promoted to director of research for the J. B. Ford Division of Wyandotte Chemicals Corporation, and John J. Cramer has been promoted to supervisor of the Laundry and Textile Research Laboratories, a position held for the past seven years by Mr. Kramer.

Mr. Kramer joined Wyandotte in 1947. He will be responsible, in his new position, for directing the development

of new products for the laundry, food-processing and metal-cleaning industries. He will also supervise Wyandotte's application of radioactive tracers to the study of cleansing problems.

Mr. Kramer has spent 8 of his 13 years with Wyandotte in the Laundry and Textile Research Laboratories. In his new position, he will be responsible for supervising development of new Wyandotte detergents, bleaches, sizes, builders, sours.

Diversified Guests at Cowles Open House



Commercial and industrial laundrymen joined with executives from the chemical, food-processing and other industries as guests at the open house held recently at its Skaneateles Falls, N. Y., plant by Cowles

Chemical Company in celebration of Chemical Progress Week. New to most of the guests were the centralized research laboratories, supervised by Dr. John B. Davidson, research director. Plans for further expansion

and diversification of production are already under way for the Skaneateles Falls plant, according to R. F. Huntley, president of the company.

Among the guests shown in the photograph are, from left to right: Isadore Nass, Sunshine Laundry, Syracuse, N. Y.; Howard Rosenstein, Norwald Chemical Company, Syracuse; Ray Johnson and El Davies of Cowles; J. Stanley Coyne, Coyne Industrial Laundry, Syracuse; Don Ames, Cortland (N. Y.) Laundry; W. J. Schleicher, Cowles, and George Chrisman, Schuyler County Laundry, Watkins Glen, N. Y.

Sterling To Represent Beach

The Beach Soap Company, Lawrence, Mass., has appointed the Sterling Supply Corporation, Philadelphia, Pa., as its distributor. Complete stocks of Beach products are now on hand in Sterling's warehouse in Jordan in Norfolk, Va.

The services of Beach salesmen, Thomas B. Howley who works out of Philadelphia, and Frank W. Beachley who covers Washington, Richmond and Norfolk, are now available through Sterling Supply Corporation.

This distributorship is in addition to E. J. Rutherford, Philadelphia; W. P. Ballard Co., Baltimore and Washington, and Phipps & Bird, Richmond, who have handled Beach products in the area for many years.

Hoffman Appoints Silverman



STUART B. SILVERMAN

The appointment of Stuart B. Silverman as Eastern district sales supervisor has been announced by Louis Lichtman, general sales manager of the laundry, drycleaning and pressing machine division of U. S. Hoffman Machinery Corporation, New York, N. Y.

Mr. Silverman, previously associated with a leading equipment manufacturer, has worked with dealers in Mediterranean Europe and the Middle East. He has been engaged in domestic sales in the trade and in export finances for eight years.

In addition to supervision of sales, Mr. Silverman will offer Hoffman distributors counsel in business economics, market analysis, customer relations and creative selling.

Cummings-Landau Builds World's Biggest Washer



A mammoth stainless-steel washer, weighing over 12 tons and capable of doing the average housewife's laundry for two years in one washing, was recently installed at the Eagle Linen Service Company in Pittsburgh, Pa., headed by Jack J. Felman.

The giant machine was designed and built by Cummings-Landau Laundry Machinery Company, Inc., Brooklyn, N. Y. The unit can produce about 12,000 towels or 1,700 sheets or 2,000 uniforms per load.

According to Cummings-Landau engineers, this super-efficient giant eliminates waste floor space and saves about 40 percent in water and supplies. The larger capacity boosts daily production to record heights.

Hammond Open House

Over 600 Gulf Coast laundry and cleaning operators attended the recent open house held by Hammond Laundry and Cleaning Machinery Company, Waco, Tex., in celebration of the opening of its Houston office.

Hammond's branch in Houston features complete sales, service and warehouse facilities. A service engineering staff, complete parts for all Hammond equipment, and allied lines are available. T. Barnes Johnson, district manager for the Houston area, announced that all new Hammond equipment is available for immediate delivery from the Houston warehouse. The Houston branch will also keep a complete line of rebuilt equipment in addition to any piece of

Endurance WINS!

ROUGH & TUMBLE

Cotton LAUNDRY NETS by ANCHOR-ROME

**EFFICIENT
ECONOMICAL
DURABLE**

*Note: Are you using our famous
10 lb. net, Style 791?*

**Iselin-Jefferson
Company, Inc.**
Selling Agents
90 WORTH STREET, NEW YORK 13, N. Y.

ATLANTA BALTIMORE BOSTON CLEVELAND
DALLAS DETROIT CHICAGO LOS ANGELES
MONTREAL PHILADELPHIA ST. LOUIS
SAN FRANCISCO TORONTO

WHAT'S NEW?

COM-PAT

A BETTER, SAFER, EASIER WAY OF BLEACHING

—Because COM-PAT is a SAFE, SOLUBLE, fine granular bleaching material for use directly to the wheel, it eliminates any need for tanks, crocks, carboys and the testing of stock bleach solutions.

COM-PAT offers these advantages:

1. NO PINHOLING
2. A TREMENDOUS REDUCTION IN TENSILE STRENGTH LOSS
3. EXCELLENT STAIN REMOVAL
4. SUPERIOR BRIGHTENING PROPERTIES
5. BETTER STORAGE STABILITY
6. NO FORMATION OF LIME SOAP
7. MORE CONVENIENT TO USE
8. NO PRE-DISSOLVING
9. MAY BE USED ON NYLON OR RAYON
10. NO DANGER OF FIRE OR EXPLOSION

Reg. U. S. Pat. Office

Manufactured by

MARTENS CHEMICAL CORP.

243 Clinton Avenue, Kingston, N. Y.

These helpful booklets

Can Show YOU HOW To:

- Solve special problems
- Train new help
- Make more money

- | | |
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| 1. "How To Clean Cotton Rugs" | \$.25 |
| step-by-step instructions for handling shag rugs | |
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| how to turn out top quality finishing on all garments | |
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| how to make money on repairs | |
| 4. "The Laundry Primer" | .50 |
| ABC's of washroom operation | |
| 5. "Storage for the Drycleaner" | .50 |
| guide to vault installation and operation | |
| 6. "Guide To Plant Layout" | 1.00 |
| in color; how to make your drycleaning plant more efficient | |
| 7. "How To Train Finishing and Folding Operators in the Laundry" | 1.00 |
| 8. "Manual for Training Wool Finishers" | 1.00 |
| shirts, flatwork, wearing apparel—how to produce top quality finishing | |

For one or more of these informative books—
circle number and mail coupon

STARCHROOM LAUNDRY JOURNAL

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Send books indicated below.

My check for _____ enclosed.

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Firm _____

Street _____

City _____

State _____

equipment needed for laundry and drycleaning plant operation.

Roger N. Conger, Hammond president, and D. A. Lepar, also of the Hammond home office in Waco, attended the open house. Larry Porterfield of Bill Glover, Inc., gave a demonstration of its latest silk finishing equipment.

give active coverage for Worthington products particularly in the Dallas and north Texas area, and in Houston and the entire east Texas area where the firm has substantial sales, engineering, service and warehouse facilities.

Taubman Expands Facilities

The Taubman Laundry Marking Pen Co., New York, N. Y., recently acquired additional space in Long Island City to take care of increased production of its marking pen and black indelible laundry marking ink.

The company's 1955 budget for national advertising directly to the laundry and drycleaning industry has been considerably increased, according to the announcement by Samuel Taubman.

Worthington Names Straus-Frank

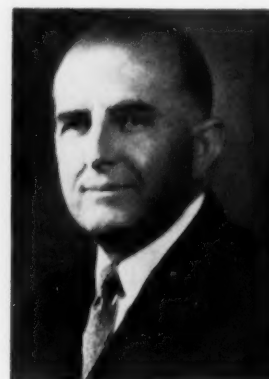
The Straus-Frank Company, Houston, Tex., will act as wholesale distributor for Worthington Corporation's line of air-conditioning and refrigeration products, according to an announcement by M. M. Lawler, vice-president in charge of the firm's Air Conditioning and Refrigeration Division.

Straus-Frank Company will

Sims Elected Colgate-Palmolive President



RALPH A. HART



WILLIAM L. SIMS II

The election of William Lee Sims II as president of Colgate-Palmolive Company has been announced by E. H. Little, chairman of the board, who will continue as chief executive officer of the company. Ralph A. Hart has been elected vice-president and will also succeed Mr. Sims as president of Colgate-Palmolive International.

Mr. Sims has been associated with Colgate-Palmolive since 1924, when he joined the company as a salesman. He has been executive vice-president in charge of the company's foreign operations since 1945 and executive vice-president since 1952. He became a director of the company in 1946 and a member of the executive committee in 1953.

Mr. Sims was manager of the company's subsidiary in Italy from its formation in 1927 until 1930, when he was placed in charge of 10 subsidiaries in Continental Europe. After returning to the United States in 1940,

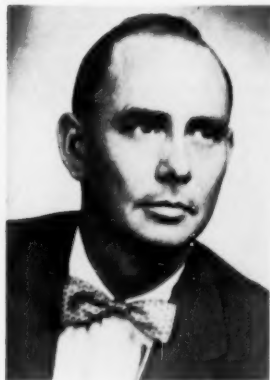
he became assistant to Mr. Little, who was then president of the company.

During 1943-44 Mr. Sims served with the Office of Price Administration as head of its chemical and drug unit. Upon returning to the company in 1945, he was elected vice-president in charge of foreign operations.

When Colgate-Palmolive International was formed in 1953, Mr. Sims became its first president, continuing as executive vice-president of the parent company.

Mr. Hart started with the company in 1932 as a salesman for its Canadian subsidiary in Toronto, advancing there to the position of vice-president in charge of sales and advertising. He has also served as managing director of the company's subsidiaries in Australia and India, and most recently as vice-president of Colgate-Palmolive International in charge of European sales and advertising.

Pennsalt Adds Two to Sales Staff



JACK F. PATTON



JACK A. CAVANAGH

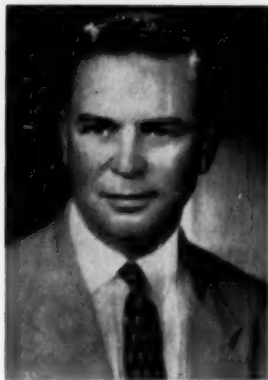
Two new appointments to the sales staff of the Pennsylvania Salt Manufacturing Company's Laundry & Dry Cleaning Products Department have been announced by Paul C. Hurley, sales manager.

Jack F. Patton has joined the company's field sales staff and will work under regional sales supervisor J. H. Morrison. With headquarters in Charlotte, Mr. Patton will cover South Carolina and the southern part of North Carolina. He succeeds James H. Butman, who has been transferred to Pennsalt's south Florida territory.

Mr. Patton's industry experience includes the post of chief instructor of the Memphis Drycleaning Institute and management of the French Cleaners in Handsboro, Miss.

Jack A. Cavanagh has been named sales representative for the territory including the city of Oakland and central California. He will report to George O. Scheidler, regional sales supervisor at the company's Berkeley offices. Mr. Cavanagh has specialized in the sale of laundry products since completing his training in marketing at San Mateo College in 1936.

Milnor Names Two Distributors



BOB BERNHARDT



WINK DAVIS

Norvin L. Pellerin, president of Pellerin Milnor Corporation, New Orleans, La., has announced the appointment of the J. B. Cheshire Co. Inc., Atlanta, Ga., as its exclusive distributor in Georgia, eastern Tennessee and northern Alabama. The Cheshire organization is headed by Wink Davis and Bob Bernhardt.

Mr. Pellerin has also announced the appointment of the Talley Laundry Machinery Co.,

Greensboro, N. C., as its exclusive South Carolina representative, in a move to provide better service for Milnor users in that state.

Harvester Appointments

Appointments of John W. Branta as supervisor of International motor truck advertising and of William A. Adler as sales promotion supervisor have been announced by M. F. Peck-

Super Safe FOR ALL FABRICS!
THE ONLY GRID PLATE
THAT NEEDS NO LINER

AT NO PREMIUM PRICE!

GROSS ALUMINUM FOR BETTER PRESSING STAR GRID-PLATES

NOT \$30
NOT \$25
NOT \$20
But the same
LOW PRICE
of only \$14.85
(up to 46")
Over 46", \$19.25
Mushroom, \$11.00
From
Your Jobber

- GROSS STAR PLATES ARE BETTER!**
- NO LINER NEEDED
 - FREE FROM BURRS
 - 90% FREE FROM "NICKEL" MARKS
 - MAINTAINS PROPER HEAT
 - GIVES A SOLID CREASE
 - NEED NO REINFORCING
 - AVOIDS SHINE ON CLOTHES
 - ACID TREATED SURFACE
 - 35% HARDER SURFACE
 - WON'T CRACK, BUCKLE, BEND, DENT OR WEAR THIN
 - MORE AND MORE CUSTOMERS USING GROSS STAR GRID PLATES
 - COSTS LESS—LASTS LONGER THAN ORDINARY PLATES

GROSS STAR GRID PLATE *For Better Pressing*
REG. BY L. BEHRSTOCK CO., 1708 P. STATE ST.
CHICAGO 16, ILLINOIS TEL. DAnure 6-6022



Chandler BUTTON SEWER

Are you one of the few that are still sewing buttons on by hand? Would you like to try one of these time saving machines?

Write for full details

Chandler MACHINE COMPANY
AYER, MASS.
REPRESENTATIVES IN ALL PRINCIPAL CITIES

**If You Use Water (and You Do) We Can
Cut Your Costs Way Down With**

**The Lowest Priced
VIC WATER TEMPERATURE
REGULATING VALVE**



**... under \$50.00
Complete!**

**Saves Money, Time, Water—
Pays for Itself in a
Few Weeks!**

Easily regulated for any temperature desired! You need a Vic Water Temperature Regulating Valve on your present Still, Muck Reclaimer, Solvent Saver and Heat Exchanger. It eliminates need for constant checking—once the control is set it maintains a constant water temperature within 3 degrees.

**For Synthetic and Petroleum
Plants**

WRITE FOR DETAILS —
DEPT. SA-128

VIC

Sales and Service in all Principal Cities
CLEANING MACHINE COMPANY
EXPERIENCED SINCE 1913 • MINNEAPOLIS 3, MINN.



STURDIBILT

Metal WASHERS

for High Production

**Rugged
Construction**

**Available
in All Sizes**

JENSEN MANUFACTURING CO.
PALMYRA, N. J.

BEST!

**FOR QUICK-SERVICE PLANTS
Key-Tag's Model A-15
FLAG CHECKING
SYSTEM**



**3-WAY
CHECK!**

1 BY COLOR
2 BY NUMBER
3 MECHANICAL
CODE LOCK MAKES
MISTAKES IMPOSSIBLE

- faster handling
- no "human error"
- use "green" labor

FLEXIBLE—FITS YOUR PRESENT SYSTEM
WRITE TODAY FOR FREE FOLDER

KEY-TAG CHECKING SYSTEM CO.
6505 HOUGH AVE., CLEVELAND 3, OHIO

els, manager of the consumer relations department of the International Harvester Company.

Mr. Branta, formerly motor truck sales promotion supervisor, succeeds Samuel E. Houston, retired. Mr. Adler was previously a sales promotion supervisor on the company's industrial power products.

Fred J. Grede continues as general supervisor of International truck advertising and sales promotion in the consumer relations department, while Robert B. McAllister, supervisor of dealer advertising, assumes the editorship of *International Trail*, a nationally circulated Harvester publication for motor truck fleet operators, in addition to his other duties.

Doan Promoted by Dow

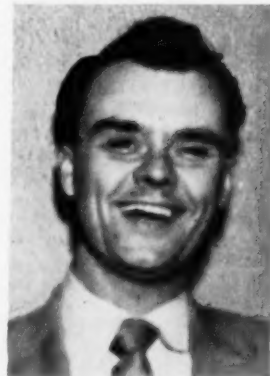
R. L. Curtis, general manager of the Western Division of The Dow Chemical Company, has announced the appointment of L. A. Doan as assistant general manager of the division.

Mr. Doan, who has been with Dow since 1941, has been the company's Western sales manager for the past four years. He was graduated from Pomona College in 1941 with a business-administration degree, and joined Dow immediately afterward as a salesman in its San Francisco office.

The following year he was transferred to the government-owned styrene plant at Los An-

geles, which was being operated by Dow, and served there as administrative assistant and personnel manager until 1945, when he was appointed manager of the company's Los Angeles office. In 1950 Mr. Doan was transferred to San Francisco as assistant Western sales manager, and was promoted to Western sales manager the following year.

Grimme Appointed by Reid



HENRY L. GRIMME, JR.

Walter S. Trombold, president of Reid Supply Company, Inc., 306 W. Second St., Wichita 2, Kans., has announced the appointment of Henry L. Grimme, Jr., as its sales manager. Mr. Grimme's background and training have been in chemical engineering.

Raybestos Advances Bettles and Brown



J. A. BROWN, JR.



J. A. BETTES, JR.

J. A. Bettles, Jr., sales manager since 1939 of the Asbestos Textile Division of Raybestos-Manhattan, Inc., has been made manager of the division.

Succeeding him as sales manager is J. A. Brown, Jr., who has been assistant sales manager since 1952.

Mr. Bettles will also retain his post as manager of the Revolite Division to which he was named in May when Raybestos bought the Revolite organization from the Atlas Powder Company.

Mr. Brown joined the Asbestos Textile Division as Philadel-

Announcing the New Delivery Body Models by BOYERTOWN



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Stand Drive Controls Available

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MN-7 & MN-8

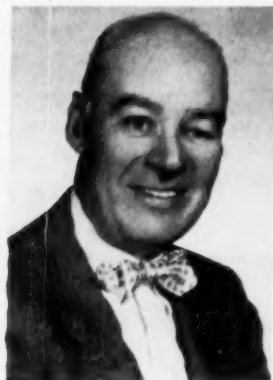
on Forward Control Chassis
Lower—More Narrow Body



phia district manager in 1947; he became assistant sales manager five years later.

Both men will continue to have their offices at the division in Manheim, Pa.

Kehlstrom Represents Callaway



HERB KEHLSTROM

Herb Kehlstrom of Watertown, Wis., is now representing Callaway Mills, Inc., New York, N. Y., in the sale of Rock-weave laundry textiles in northern Illinois, Wisconsin, Minnesota, Iowa, Nebraska and the Denver, Colo., area.

Timken Expands Bucyrus Plant

Russell P. Fowler, general manager of the Bucyrus plant of the Timken Roller Bearing Company, Canton, Ohio, has announced that the company's board of directors has appropriated \$850,000 for further expansion of productive facilities. This appropriation brings the company's expenditures for expansion of its Bucyrus plant to more than ten million dollars.

The entire building and expansion program in Bucyrus is expected to be completed by the end of 1956.

Beach Appoints Kern



EMIL M. KERN

The Beach Soap Company has appointed Emil M. Kern, Cleveland, Ohio, as its representative in northern Ohio. He has completed his training on the practical side of both commercial and institutional laundering, and is qualified to give technical service on washroom problems.

Columbia-Southern Staff

The appointments of John F. Dockum and Brooks M. Dyer as managers of newly created sales groups for Columbia-Southern Chemical Corporation, Pittsburgh, Pa., have been announced by W. I. Galliher, vice-president.

Mr. Dockum was named to head Chrome Chemical Sales while Mr. Dyer will supervise the Calcium Chloride Sales groups.

Formerly assistant director of sales since 1952, Mr. Dockum has been associated with Columbia-Southern for 32 years. He will be assisted by Charles E. Grant who recently joined the company's Market Development Department.

Mr. Dyer had been assistant director of sales for the past

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The world's finest temporary marking machine

A complete and proven system to give you greatest economy, accuracy and speed in every laundry operation.

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1515 Gardena Ave., Glendale, Calif.

Canada - Simmonds Products of Canada, Ltd. 5800 Monkland Ave., Montreal



Our salesman will be happy to plan a sample system for you, without obligation, or write for brochure.



"My secretary was insulted

—just because I asked her if she remembered to order DIAMOND Orthosilicate!

"Poor girl. Of course she remembered. She simply phoned my nearby DIAMOND ALKALI distributor and got the dependable, money-saving detergent I wanted. How about you?"

FOR LAUNDRIES AND DRY CLEANERS

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LAUNDRY MARKING PEN

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 will not evaporate

perfect insurance against fugitives and strays

- ★ GREATER INK SUPPLY
- ★ MARKS DARKER, CLEARER
- ★ WON'T WASH OUT
- ★ WRITES SMOOTHLY ON FABRIC OR PAPER
- ★ WON'T DRY OUT

Thru your Jobber or write direct giving Jobber's name

39¢
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\$4.68

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We have made Extractors
 Exclusively For 35 Years

Sizes 15" 17" 20"

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 TOLEDO 2, OHIO



two years. He has been with T. D. Williams, formerly field the company for 12 years, all engineer for the Calcium Chloride sales at St. Louis, ride Institute, will assist Mr. Philadelphia and Pittsburgh. Dyer.

Institute of Industrial Launderers
 Fontainebleau Hotel
 Miami Beach, Florida
 November 17-21, 1955

Convention Calendar

Virginia Association of Launderers
 and Cleaners, Inc.
 Hotel Roanoke
 Roanoke, Virginia
 August 28-30, 1955

National Association of Institutional Laundry Managers
 Hotel Sylvania
 Philadelphia, Pennsylvania
 November 18-20, 1955

New England Linen Supply Association, Inc.
 The Samoset
 Rockland, Maine
 September 11-14, 1955

New York State Launderers & Cleaners
 Association, Inc.
 Otesaga Hotel
 Cooperstown, New York
 September 30-October 2, 1955

Kentucky State Laundry & Cleaners Association
 Phoenix Hotel
 Lexington, Kentucky
 October 28-29, 1955

Obituaries

Walter Scott Ettershank, 46, former general manager of the Easton, Pennsylvania, plant of the Morey-LaRue Laundry Company, Elizabeth, New Jersey, died recently after a brief illness. Mr. Ettershank was manager of the Easton laundry firm for about 23 years. In 1950 he was plant manager of Tribune Laundry Company, Philadelphia. Among his survivors are his wife, a daughter and a son.

Charles Flutcher, 79, owner of the Colorado Laundry, Pueblo, Colorado, died recently. Mr. Flutcher was a past president of the Colorado-Wyoming Laundrymen's Association, a senior active member of the Pueblo Rotary Club, a life mem-



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**CABINET
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PRE-CONDITIONS	FULLY-DRIES
2400 lbs. Per Hour	800 lbs. Per Hour

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Telephone: RAymond 3-1301

ber of the Elks, a past director of the Pueblo Golf and Country Club and a member of the American Institute of Laundering. Survivors include his wife, two sons and four grandchildren.

William Howell Minty, 43, president and treasurer of the Pembroke Laundry and Cleaners, Bridgeport, Connecticut, died on August 2 of a heart attack. Mr. Minty was the son of the late William G. Minty, who founded the Pembroke Laundry. He was a member of the Algonquin Club, the Mill River Country Club, the American Institute of Laundering and the National Institute of Drycleaning. He was a former officer of the Connecticut Launderers and Cleaners Association, Inc. Surviving are his wife, two sons and two daughters.

Edward Anthony Negro, 53, who had been associated with the American Laundry Company since 1929, died June 15. He started with the firm as a draftsman, later was promoted to chief draftsman, and for the last eight years was survey engineer, specializing in drycleaning and rug cleaning surveys and layouts. Mr. Negro served as a Chief Petty Officer in the Navy during World War II. He is survived by his wife and a half-brother.

James Pruett, Sr., operator of Pruett's 8-Hour Laundry, Rochester, Minnesota, died recently. He had been in poor health for some time. Mr. Pruett's son, James, Jr., will continue to operate the business.

Allen V. Riley, technical sales representative for Atlas Powder Company in the Houston, Texas, area, died on June 10 after an extended illness. Mr. Riley received his degree in chemical engineering from the University of Minnesota, and worked for several construction firms before joining Atlas as a chemist in 1948. He had been in sales since 1951. During World War II he served two years in the U. S. Army. Surviving is his wife.

Edwin A. Russell, 66, vice-president and director of the Philadelphia Quartz Company, Philadelphia, Pennsylvania, died June 27 following a heart attack. Mr. Russell joined Philadelphia Quartz in 1918 in a sales capacity. He became sales manager in 1928, director in 1944, and vice-president, sales in 1945. Active for many years in the work of the Boy Scouts of America, he was awarded the Order of the Silver Beaver. He served as director and treasurer of the Bedford Street Mission, Philadelphia, was a member of the Union League of Philadelphia, the Chemists' Club of New York, the Downtown Club, Beta Rho Sigma Fraternity and the Divottee Golf Club. His survivors include his wife and five children.

Ward Wallace Sharp, 51, manager of Valley Laundry and Dry Cleaners Limited, Chilliwack, British Columbia, Canada, died recently. Mr. Sharp was elected president of Chilliwack Lions Club, an organization he helped establish less than a month ago. He was president in 1943 and national director for British Columbia in 1944 of the Junior Chamber of Commerce. Surviving are his wife, a daughter and a son.

Minnie Steppes, former operator of Troy Laundry, Eureka, California, died on June 16 after a lengthy illness. Mrs. Steppes started the Troy Laundry in 1921, and actively managed it until it burned down 11 years ago. The laundry was then moved to its new location, where her children took over the operation. Mrs. Steppes is survived by her husband, two daughters and one son.

Herman Vander Mey, who was associated with his brother in the operation of the Great Southern Laundry Company, Chicago, Illinois, died at his home June 26 of a heart attack. Mr. Vander Mey was a member of the Chicago Laundry Owners Association for many years. His survivors include his wife and six children.

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Ads including full payment must be in our hands by the first of the month. Payment should accompany all orders. Add cost of 5 words if answers are to come to a box number to be forwarded by us.

Mail your box number replies to STARCHROOM LAUNDRY JOURNAL, 305 East 45th St., New York 17, N. Y.

LAUNDRIES and CLEANING PLANTS FOR SALE

TO BUY OR SELL A LAUNDRY, DRYCLEANING OR RUG CLEANING BUSINESS IN NEW YORK, NEW JERSEY, CONNECTICUT OR PENNSYLVANIA. CONTACT RICHARD J. MULLER, Lic. Broker, 89-14 184th St., Jamaica 3, N. Y. Republic 9-3016. 472-2

Laundry—Southern California. Volume \$125,000. Approximately 20% industrial uniform supply. Routes and call office. Modern equipment includes Robot washers, Notruz extractor, new Prosperity cabinet-type shirt unit, 70 H.P. HRT boiler. Will sell or lease property. \$25,000 will handle. **ADDRESS, Box 910, STARCHROOM LAUNDRY JOURNAL.** -2

FOR SALE: MODERN EQUIPPED LAUNDRY AND CLEANING PLANT. Volume over \$125,000 per year. Excellent location in San Antonio, Texas. Entire price including call stations, \$60,000, terms. **ADDRESS, Box 952, STARCHROOM LAUNDRY JOURNAL.** -2

Retired laundry owner will sell plant near Los Angeles, doing over \$250,000 per year, \$30,000 down, balance terms. **ADDRESS, Box 955, STARCHROOM LAUNDRY JOURNAL.** -2

LINEN SUPPLY and family laundry plant. Annual sales over \$100,000, can be doubled. Sacrifice due to illness. Reasonable terms. Real estate includes plant and 2-family house. Very low taxes. Three routes. Resort area, upper New York State. Very healthful climate. Fine community. **ADDRESS, Box 836, STARCHROOM LAUNDRY JOURNAL.** -2

For sale: Laundry in fast-growing Midwest resort area. Present annual volume \$40,000. Property includes buildings, land and machinery. **ADDRESS, Box 965, STARCHROOM LAUNDRY JOURNAL.** -2

Combination laundry and Sanitone cleaning plant, Colorado resort town. Only laundry in 60 miles. **ADDRESS, Box 966, STARCHROOM LAUNDRY JOURNAL.** -2

Laundry, Seymour, southern Indiana. Routes and call office. Modern equipment. Business well established. Bears fine reputation. It is the only laundry in the town of over 10,000 population. We also get work from the smaller towns within a 30-mile radius. **ADDRESS, Box 967, STARCHROOM LAUNDRY JOURNAL.** -2

LAUNDRY AND CLEANING plant. Modern buildings and equipment. Volume \$235,000 has doubled last five years. Will continue. Only laundry in growing Southern California city. Ideal year-around climate. Profitable deal for laundryman. Sell all or lease buildings. Terms. Only selling to retire. **ADDRESS, Box 968, STARCHROOM LAUNDRY JOURNAL.** -2

THRIVING LAUNDRY PLANT located in the Fort Worth, Dallas, Texas area. Completely equipped with the latest American equipment, including Formatic shirt line, air conditioner. Doing over \$110,000 business. This plant is a laundryowner's dream, needs no repairs or equipment replaced, it is exactly like you would like to equip a dream plant, so naturally it is a profitable business. This is one of those once-in-a-lifetime opportunities. **ADDRESS, Box 969, STARCHROOM LAUNDRY JOURNAL.** -2

LAUNDRIES and CLEANING PLANTS WANTED

Laundry manager with background of production and sales wants to buy laundry-drycleaning plant in \$1,000 to \$2,000 weekly sales range. Principals only. All replies confidential. **ADDRESS, Box 970, STARCHROOM LAUNDRY JOURNAL.** -1

CONSULTANTS

IN TROUBLE? Our chemical analysis of garments and laboratory reports place responsibility for damage and save your money. Charges light. **HUBBARD TEXTILE CONSULTING BUREAU, Rt. 3, CHARLOTTEVILLE, VA.** 782-25

HELP WANTED

PLANT MANAGER—New York metropolitan area—to manage 300-employee drycleaning and laundry plant. Extensive prior experience managing large plant essential. Salary \$10,000 per annum or more plus management incentive plan and employee benefits. Write stating all qualifications in detail. **ADDRESS, Box 924, STARCHROOM LAUNDRY JOURNAL.** -7

ASSISTANT SUPERINTENDENT for a well-established industrial laundry and overall rental service company in Rochester, N. Y. State age, experience, references and salary expected. **ADDRESS, Box 956, STARCHROOM LAUNDRY JOURNAL.** -7

Laundry and drycleaning machinery mechanic, capable of installing and servicing complete plant equipment. Southern states. Must be absolutely dependable. Excellent salary and future. **ADDRESS, Box 957, STARCHROOM LAUNDRY JOURNAL.** -7

Superintendent, laundry. Located in western New York State. Desires experienced man capable of building organization and supervising all departments in production and quality control. Salary open. **ADDRESS, Box 976, STARCHROOM LAUNDRY JOURNAL.** -7

LAUNDRY SUPERINTENDENT FOR SAN FRANCISCO HOTEL. Latest automatic equipment. Excellent working conditions. 5-day week. Permanent. \$400 month. Must be experienced and have good references from similar employment. **ADDRESS, Box 977, STARCHROOM LAUNDRY JOURNAL.** -7

LAUNDRY PLANT SUPERINTENDENT for plant located in Middle West, operating 25 routes doing family laundry. Applicant must know production methods and be able to train personnel. Salary, plus percentage of profits. Desire man under 40 years of age. State educational background, experience, age, marital status and salary expected. **ADDRESS, Box 978, STARCHROOM LAUNDRY JOURNAL.** -7

SITUATIONS WANTED

Laundry manager, fully experienced all phases, family, commercial and wholesale. Young, reliable, well recommended. Prefer New York City metropolitan area, but will relocate for solid proposition with security. **ADDRESS, Box 974, STARCHROOM LAUNDRY JOURNAL.** -5

Laundry superintendent, young married man, college education, over 20 years experience in all phases of laundry industry, seeks position with opportunity for future. Willing to relocate. **ADDRESS, Box 971, STARCHROOM LAUNDRY JOURNAL.** -5

Laundry superintendent. Enthusiastic industry booster. Production and profit minded. Prefer quality family laundry. State all details in letter. **ADDRESS, Box 972, STARCHROOM LAUNDRY JOURNAL.** -5

Laundry executive, graduate AIL. Experienced at multi-operation-drycleaning, family, commercial, industrial and institutional. Can earn in excess of \$10,000 per year. Proven ability. Prefer Chicago headquarters. **ADDRESS, Box 973, STARCHROOM LAUNDRY JOURNAL.** -5

SALESMEN-DISTRIBUTORS WANTED

SALES OPPORTUNITY IN INDUSTRIAL CHEMICALS. ATTRACTIVE OPENING IN LAUNDRY CHEMICAL INDUSTRY. NEED AGGRESSIVE, AMBITIOUS SALESMAN OVER 30. MUST KNOW COMMERCIAL LAUNDRY PRODUCTION. LAUNDRY SUPERINTENDENTS, SUPPLY MEN, TECHNICIANS AND CONSULTANTS QUALIFY TECHNICALLY. WORK WITH LAUNDRIES AND LAUNDRY SUPPLY DEALERS. REPRESENT NATIONALLY KNOWN MANUFACTURER OF INDUSTRIAL CHEMICALS. SELL AND DEMONSTRATE ALKALINE LAUNDRY DETERGENTS AND RELATED ITEMS. ESTABLISHED TERRITORY. DRAW, COMMISSION, EXPENSES. WRITE FOR INTERVIEW GIVING AGE, SELLING EXPERIENCE, LAUNDRY EXPERIENCE OR CONTACTS, INCOME REQUIREMENTS. **ADDRESS, Box 766, STARCHROOM LAUNDRY JOURNAL.** -14

FIELD SALESMAN, CHEMICAL SPECIALTIES—DYES. For laundry and drycleaning trade, through jobber. Must have car and can travel. Salary, expenses, commission. State qualifications. **ADDRESS, Box 919, STARCHROOM LAUNDRY JOURNAL.** -14

PROFESSIONAL NOTICES

CARRUTHERS' BULLETIN—the statistical Bulletin for the laundry and cleaning industries—weekly sales reports—monthly cost trends and articles of timely interest. 64 Bulletins—\$15 annually—check in advance 1 yr. \$13.50, 2 yrs. \$25. John Carruthers & Co., Inc., 909 Little Building, Boston—a statistical organization affiliated with John Carruthers & Company, Accountants and Management Consultants, Boston, Hartford and Washington. 201-27

BUSINESS SERVICE

DIRECT MAIL ADVERTISING for cleaners-laundries that gets new business at low cost. Write for free samples. Reba Martin Advertising, 4201 N. W. 2nd Ave., Miami 37, Fla. 607-10

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Wholesale leather and suede cleaning, redyeing, refinishing. Hundreds of satisfied customers in every state. Open account. Try our exclusive **DAVOTEX** process. You will become a regular customer. **C. O. D. CLEANING & DYEING CO.**, 1430 Harrison St., Davenport, Iowa. 654-13

Suede and Leather cleaned and refinished—Jacket \$3.50; Topper \$5.00; Coat \$6.00. Advance Leather Coloring, 1628 Pitkin Ave., Brooklyn 12, N. Y. 767-13

REPAIRS — PARTS — SERVICE

REPAIR PARTS FOR ASHER IRONERS, GEARS ALL SIZES. Expert service men. Full line of Asher ironers rebuilt by men who know how. **BAEHR LAUNDRY MACHINE CO.**, 29 Calumet Street, Newark 5, N. J. 1228-37

CARDING WIRE

CARDING WIRE: For curtain and blanket stretchers. **G. W. ROBINSON CO.**, 36 Pleasant Street, Watertown, Mass. 3240-38

WANTED—MISCELLANEOUS

Wanted to buy—unclaimed laundry. Kenneth Watson, 5038 Douglas, Sterling, Colorado. Phone LA 20101. 979-8

MACHINERY WANTED

Wanted: Used 6- or 8-roll Super Sylon flatwork ironer. Also Waterway blanket washer. **ADDRESS**, Box 960, **STARCHROOM LAUNDRY JOURNAL**. -3

Wanted: Used 330 P.C. collar and cuff press. Contact Elite Laundry Co., 320 W. Biddle St., Baltimore 1, Md. 961-3

WANTED, MONEL METAL WASHERS, all sizes, and any other laundry equipment. Interested in buying entire plants for export, highest prices paid. **ADDRESS**, Box 874, **STARCHROOM LAUNDRY JOURNAL**. -3

WANTED: 60" or 72" shakeout tumbler, hot or cold. Service Laundry, 3320 W. Lake St., Chicago, Ill. 991-3

POWER PLANT EQUIPMENT FOR SALE

BOILERS FOR SALE: 1—Cleave Brooks 125 H.P. oil fired #5 oil with new tubes, 1—New Steammaster 40 H.P. water tube oil-fired, 1—Used 100 H.P. Cleave Brooks 125 W. P. oil-fired #3 oil. Priced very reasonably. Chicago Used & New Laundry Equipment Co., 3128 W. Lake St., Chicago, Ill. 711-36

FOR SALE: 1 new 61 H.P. Kewanee firebox-type boiler and 1 new 72 H.P. Erie City Economic boiler, manual, stoker, or oil-fired. Priced well below market. Gardner Machinery Corp., Box 932, Charlotte, N. C. 990-36

For sale: 500 HP, 150 psi oil fired used Cleave Brooks package boiler, excellent condition, will pass Hartford or state boiler inspection. Available at once. Call Middlefield 2-2111 or write: Mr. Harry Haftner, The Johnson Rubber Co., 111 Vine St., Middlefield, Ohio. 963-36

BOILER—72 H.P. complete with **IRON FIREMAN STOKER**—Schaub return, fully automatic, all for \$750. Can be seen in operation. Franklin Cleaners and Dyers, 1332 Sheffield Road, Aliquippa, Pa. 964-36

90 HP MODEL CM90—NAT. BOARD, 125 LB. PRESSURE, STEAM GENERATOR BOILER, INSURED 125 LB. PRESSURE. LOCATED COLUMBUS, OHIO. \$1,900. DARIEN CORP., 40 E. 42nd St., New York, N. Y. 931-36

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Records the marks used
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Used for years by hundreds of
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Prevents duplication of marks;
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MACHINERY FOR SALE

FOR SALE: 42 x 96" Henrici S.S. 3-pocket, motor-driven washer, Huebsch valves. Used but little, looks and runs like new. Gardner Machinery Corp., Box 932, Charlotte, N. C. 940-4

FOR SALE: Reconditioned 20" and 25" Huebsch handkerchief ironers. Gardner Machinery Corp., Box 932, Charlotte, N. C. 941-4

FOR SALE: Practically new Huebsch feather renovating tumbler, type A. Can also be used as a regular tumbler. Gardner Machinery Corp., Box 932, Charlotte, N. C. 942-4

FOR SALE: 1 Twin Cook open-end, 25 lb. each side, 1 20 lb. open-end, Monel metal American washer. All manually operated, fully reconditioned. Gardner Machinery Corp., Box 932, Charlotte, N. C. 943-4

WATER SOFTENER—down-flow Zeolite, steel tank, 3750 GPH, with piping, meter, single valve, manufacturer—Wm. B. Scaife & Sons, new 1933, location Pullman Company, 1770 Broadway, Buffalo, N. Y. Good condition—"As is—where is" basis. Write H. B. Reed, chief mechanical officer, Attention J. W. Limbrock, The Pullman Company, Merchandise Mart Plaza, Chicago 54, Ill. 920-4

HEAT RECLAIMER—600 square feet capacity, 3750 GPH at 115 degrees F., equipped with #93050W mercury recording thermometer and #C-002302 scale thermometer. Manufacturer—Patterson-Kelley, new 1934, location Pullman Company, 1770 Broadway, Buffalo, N. Y. Good condition—"As is—where is" basis. Write H. B. Reed, chief mechanical officer, Attention J. W. Limbrock, The Pullman Company, Merchandise Mart Plaza, Chicago 54, Ill. 921-4

AIR-DRIVEN PRESSES: Forse 54" square-buck linen supply press; Forse 53" tapered garment press, Forse mushroom presses. Very reasonably priced. Chicago Used & New Laundry Equipment Co., 3128 West Lake St., Chicago 12, Ill. NEVADA 8-8849. 891-4

FOR SALE: 3 reconditioned Prosperity Power Circle 2-girl, air-driven shirt units. You can save plenty of money on these. Gardner Machinery Corp., Box 932, Charlotte, N. C. 866-4

Water softener, boiler 35 H.P., 2 1/2 years old, Johnson water pump. Priced very reasonably. Ralph Di Donato, 1504 Greenwood Ave., Trenton, N. J. 739-4

American cylinder flatwork ironer, Tiltor shirt unit, Fantom Fast marking units with conveyor, Master shirt starcher, starch cooler and many other items. All bargains. American Peerless Laundry, 430 19th St., Birmingham, Alabama. Phone 3-7293. 901-4

FOR SALE: 3 NEW American air-driven, 2-girl shirt units. Priced right for big saving. Gardner Machinery Corp., Box 932, Charlotte, N. C. 867-4

American Cascade 42 x 84" Monel washer, 2 pockets, 2 doors, latest one shot doors. **SPECIAL PRICE \$1,795**, 42 x 84" Hoffman Silvercrest Monel washer, less than 12 years old, **SPECIAL PRICE \$2,350**. Above machines motor driven, guaranteed in good running condition, excellent buys. **WILLIAMS LAUNDRY MACHINERY CO., Inc.**, 37-37 9th St., Long Island City 1, N. Y. STILLWELL 6-6666. 872-4

USED MACHINES—wood washers, 1—24 x 30" MD, 1—30 x 40" MD, 1—30 x 54" metal washer BD, 1—36 x 64 2-pocket metal washer MD, Extractors: 1—20", 1—24", 1—30", all MD. 1—36 x 24" steam-heated drying tumbler MD, open-end. **NEW MACHINES:** motor-driven 1—30 x 30" wood, \$565, metal, \$975, 1—30 x 40" wood, \$585, metal, \$1,050, 1—30 x 50" wood \$600, metal, \$1,125. Other sizes from 25 lbs. up. **ROBERT EWING & SONS, Inc.**, Troy, N. Y. 890-4

Used American Laundry machinery: 2 Norwood Cascade washers, 24 x 36", Monel, 2 Monex extractors 17", 2 collar ironers, 40", steam-heated, 1 collar ironer, 50", steam-heated. Located at Hamden, Conn., Woodland, N. C., and Meadville, Pa. **TALON, INC., MEADVILLE, PA.** Phone: Meadville 41-281. 932-4

16 x 100" American 2-girl return-type ironers. Excellent condition. **GARDNER MACHINERY CORP., BOX 932, CHARLOTTE, N. C.** 808-4

Forse sleeve in excellent operating condition. Excellent buy. Contact Laundra-Quick, 4000 Spring Grove Ave., Cincinnati, Ohio. Phone: Kirby 1-5768. 980-4

FOR SALE: American air-driven shirt unit consisting of: double sleeve press model #83, triple head collar-and-cuff press model #111-A, steam-heated double sleeve former, steam-heated collar former, Bishop deluxe model shirt folding table. Also 54" square-head press model #55. Smoky Mountain Laundry, Box 327, Galinburg, Tennessee. 981-4

AMERICAN LATEST TYPE STREAMLINED 6-ROLL 120" IRONER, COMPLETE WITH CANOPY, USED LESS THAN 3 YEARS. REBUILT AND READY FOR PROMPT DELIVERY. Cummings-Landau Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 982-4

AMERICAN CASCADE MONEL METAL WASHERS 36 x 64" and 32 x 54", 2-compartment, 2-door. **REBUILT, IN NEW MACHINE CONDITION. NEW ELECTRICAL EQUIPMENT.** CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 983-4

MODEL 75 AMERICAN VACUUM STILL, COMPLETE WITH MOTOR-DRIVEN PUMP. 6-NATIONAL HAND AND POWER MARKING MACHINES. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 984-4

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40" TROY and TOLHURST, direct motor-driven and belt-driven extractors. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, BROOKLYN 6, N. Y. 4755-4

AMERICAN 120", 12-ROLL IRONER, THOROUGHLY REBUILT, IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 647-4

AMERICAN TILTOR 4-GIRL SHIRT UNIT, THOROUGHLY REBUILT IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9014-4

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40" AMERICAN ZEPHYR, HOFFMAN AMICO and TOLHURST CENTER SLUNG OPEN TOP EXTRACTORS WITH COPPER AND STAINLESS STEEL BASKETS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 600-4

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40" TROY MERCURY EXTRACTOR WITH COPPER TINNED BASKET. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 480-4

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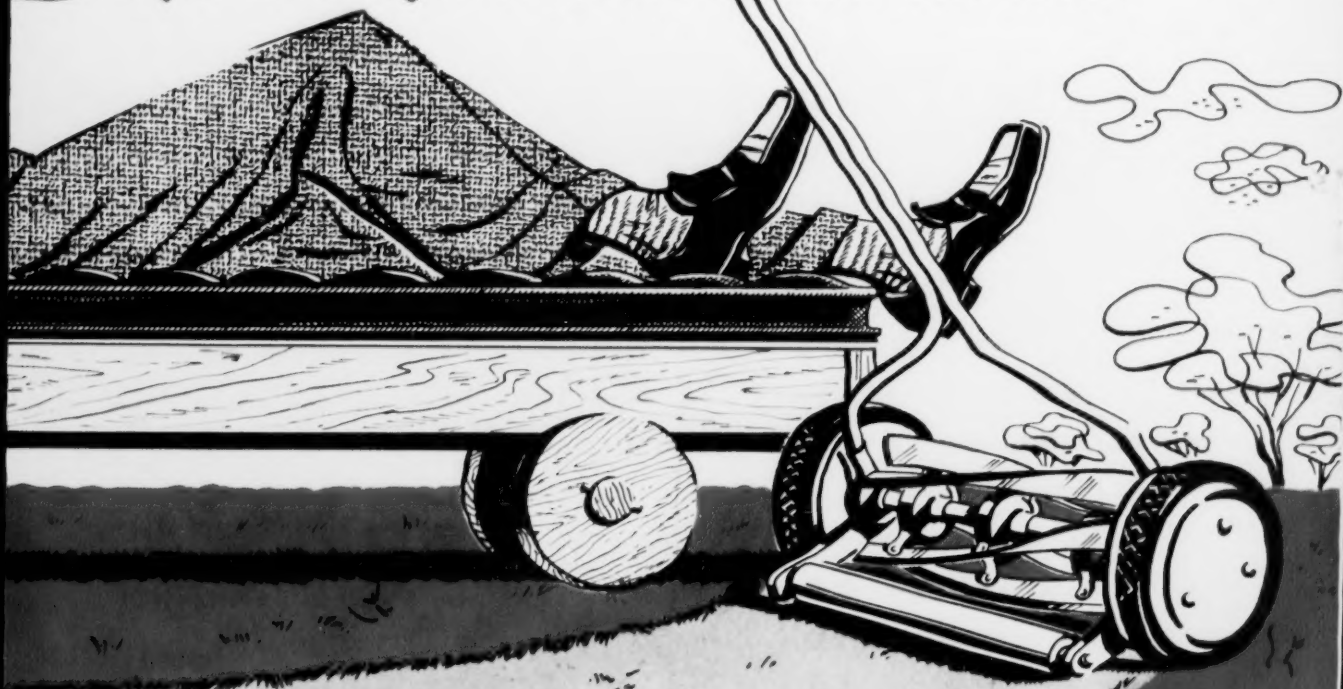
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